

# *The* **NATIONAL UNDERWRITER**

*Life Insurance Edition*

## **JOHN W. PUBLIC IS TOLD WHAT Life Insurance Is Doing FOR HIM AND HIS COMMUNITY**

For years THE NATIONAL UNDERWRITER has been stressing the value of telling the public what it gets from life insurance through the medium of the annual Life Payments Number. Even before the present public relations era, THE NATIONAL UNDERWRITER sent out annual news releases to daily and weekly newspapers telling of the large sums paid by life insurance companies every year. Newspapers use this publicity freely because THE NATIONAL UNDERWRITER has been able to maintain a "one editor to another" relationship.

The good will created by the annual Life Payments Number and its attendant publicity is tremendous. Although three billions a year paid annually to life insurance policyholders and beneficiaries is an amazing sum, John W. Public gains a better appreciation of what life insurance does for him when it is presented in home town or home state terms. In studying the multitude of clippings from newspapers regarding life insurance payments there is a predominance of such headlines as "Companies Pay Large Returns in This State," "Local Residents Got \$7.48 Per Capita Last Year in Insurance" and "Greenwich Fourth in Connecticut Life Insurance Payments." This is certainly proof of the value of localizing payments. Not only does such publicity create a deeper appreciation for life insurance but it helps to build a local pride regarding it and subsequently prestige for local life agents.

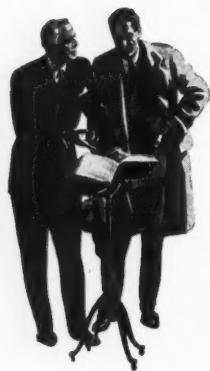
To give a picture of what is being accomplished through the Life Payments Number publicity the results secured last year in a single state, say Connecticut for example, are interesting. The Ansonia "Sentinel" with 8,135 circulation carried two long stories from the Life Payments Number; the Bridgeport "Times-Star" with 30,061 readers had a short item; the Bristol "Press" reported the results to 5,446 readers; the Danbury "News-Times" presented two lengthy reports to 10,381 people; the Greenwich "Time" carried a message to 3,117; the Hartford "Courant" presented lengthy national and state stories to 41,540 people; the Hartford "Times" had a sizeable report for its 66,249 readers; New London "Day", 14,882; Norwalk "Hour", 8,135; Norwich "Record", 4,576; Norwich "Bulletin", 15,472; South Norwalk "Sentinel", 6,737; Stamford "Advocate", 13,034; Stratford "News", 3,570; Waterbury "Democrat", 10,658; Willimantic "Chronicle", 3,250; Winsted "Leader", 600; Winsted "Citizen", 2,172.

The total circulation of these Connecticut newspapers is 248,015. There are 388,645 families in Connecticut which means that approximately 64 percent of the family heads in the state read what life insurance is doing for them and their community as told by the Life Payments Number.

The 1940 Life Payments Number will be published in May and will not only contain a wealth of information for life insurance men but it will again be the medium for telling the majority of the family heads in the country how life insurance is aiding them and their neighbors.

**FRIDAY, FEBRUARY 9, 1940**

# "Say, Mr. Clark— what is an Actuary?"



SUPPOSE YOU WERE being shown through the Home Office of a life insurance company and came to a door lettered "Actuary." Perhaps you might be puzzled as to the meaning of the word.

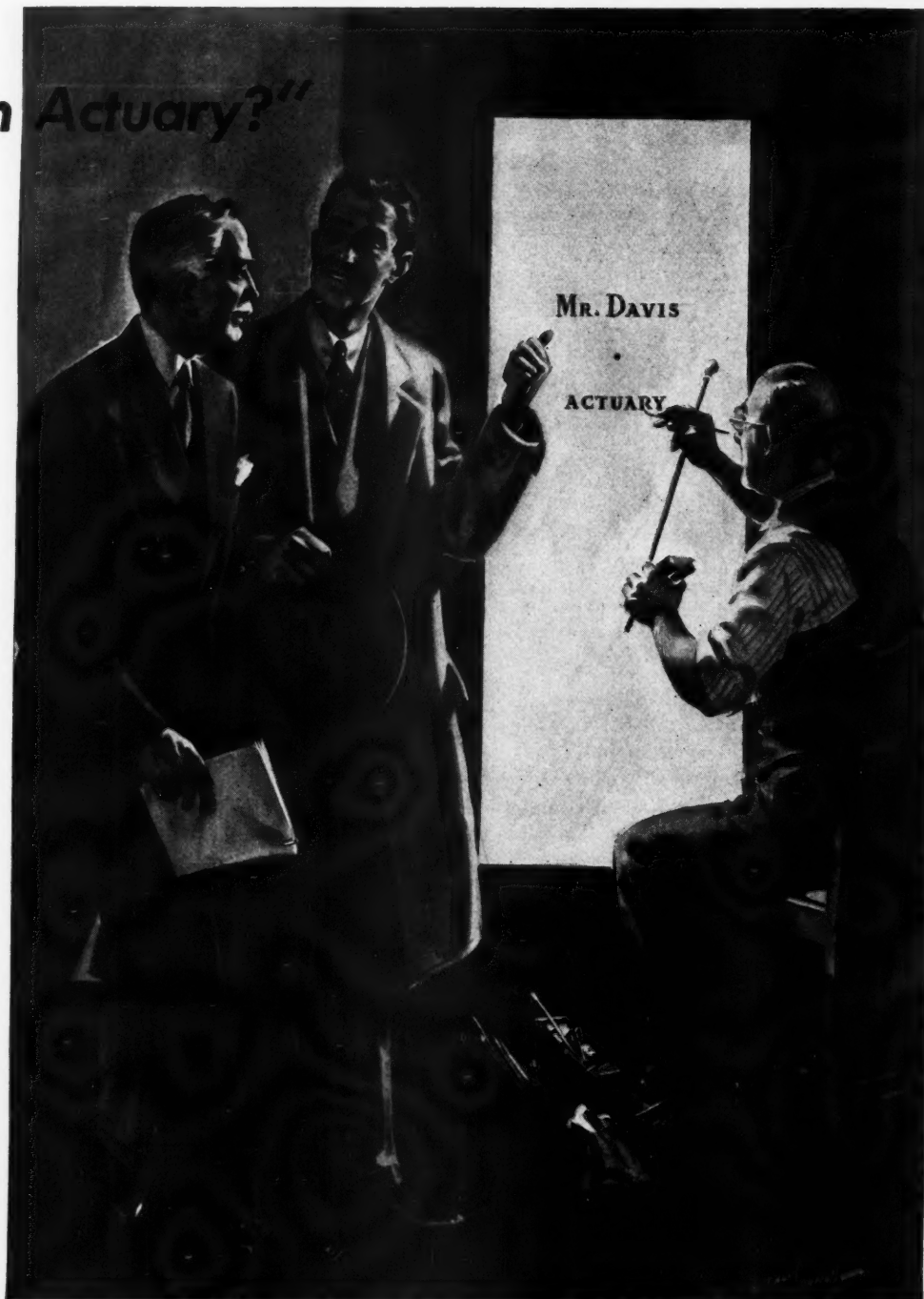
Of course, if you turned to the dictionary, you would learn there that an Actuary is "one whose profession is to calculate insurance risks and premiums."

► This definition is correct, as far as it goes. But it falls far short of picturing the true scope of an Actuary's activities.

Nowadays his profession is highly specialized. It is a profession in which a man may hope to gain recognized standing only after years of intensive study and training. For he must have a thorough knowledge of the three complicated factors on which life insurance premiums are based... Mortality, Interest, and Expense.

For example, in order to arrive at premium charges which will be both safe and fair, the Actuary must make detailed analyses of the past and present death rates among many different groups of people. From these studies, he is able to compile mortality tables which provide an amazingly dependable yardstick for his guidance in computing premiums.

► The Actuary must also take into account the interest rate which the company may reasonably undertake to earn on the investments it



makes for the benefit of its policyholders.

And in a mutual life insurance company, such as Metropolitan, the Actuary prepares data which enables the Board of Directors to determine the annual divisible surplus which will be returned to the policyholders in the form of dividends.

Another of the Actuary's duties, together

with the legal staff, is to draw up the policy forms issued by the company.

He keeps running records of such important matters as mortality... the ages and occupations of people insured... the company's experience on outstanding policies. He also assembles data needed for the preparation of the Annual Statement, which is submitted to the proper state authorities, and forms a public record of the year's activities.

► In short, because of the nature of his work, an Actuary might well be defined as the "engineer" who helps design the "product" a life insurance company offers... and then figures out what the policyholders should reasonably pay for the benefits provided by their contracts.

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*This is Number 22 in a series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. Copies of preceding advertisements will be mailed upon request.*

## Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

Frederick H. Ecker, CHAIRMAN OF THE BOARD    Leroy A. Lincoln, PRESIDENT

1 MADISON AVENUE, NEW YORK, N. Y.



**THIS IS THE TWENTY-SECOND** in Metropolitan's series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. It appears in: Collier's, Feb. 3; Saturday Evening Post, Feb. 3;

Business Week, Feb. 3; Time, Feb. 5; American Weekly, Feb. 4; This Week, Feb. 11; Forbes, Feb. 1; United States News, Feb. 2; Cosmopolitan, Mar.; Nation's Business, Feb.; Fortune, Feb.; Newsweek, Feb. 5; American Mercury, Feb.

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. Forty-fourth year. No. 6 Friday, February 9, 1940. \$3.00 per year, 15 cents per copy. Entered as second class matter, June 9, 1900, at the post office at Chicago, Ill., under act of March 3, 1879.



# The NATIONAL UNDERWRITER

Forty-fourth Year—No. 6

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, FEB. 9, 1940

\$3.00 Year, 15 Cents a Copy

## Union Mutual Life to Reinsure Mass. Accident

### No Impairment of Can- cellable Business—Non- Can Fund Is Projected

Hearing will be held Feb. 16 before the Massachusetts supreme judicial court on an agreement between Commissioner Harrington of Massachusetts and Union Mutual Life of Portland, Me., whereby the latter company would reinsure Massachusetts Accident. The plan contemplates that the non-cancellable accident and health business of Massachusetts Accident be continued under the supervision of the Massachusetts department



R. E. IRISH

by agreement with the Maine commissioner.

The charter of Union Mutual Life permits it to write accident and health business although the company has never taken advantage of that provision heretofore.

### Profits to Non-Can Fund

The agreement provides that the reinsuring company is to take over all contractual obligations of cancellable policies now on the books with no restrictions. As a consideration for the cancellable business, the reinsuring company is to pay 45 percent of the premium reserve as of the effective date of the agreement into a special non-cancellable fund for the benefit of non-cancellable policy owners. After allowance for operating and receiver's expenses, the balance of the assets of Massachusetts Accident are to be paid into the fund for non-cancellable policy owners of which there are about 5,000.

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## C. L. U. Movement Is Revising Methods Would Boost Tax on Large Companies

### Regional Conferences of Instructors Initiate Step to Greater Expansion

The American College of Life Underwriters and the C.L.U. movement are undergoing a change in methods, objectives and instruction technique which has been in process, all unannounced, for several months. The purpose is to integrate and improve the C.L.U. educational program, and as well to give it greater prestige with the men in the field which, it is felt, will lead to a great expansion.

This change, which still is in the discussion period, was presaged by a conference of C.L.U. instructors of mid-western states held about two months ago at Chicago, in which John Williams, director of the American College field activities, took part. A similar conference was held this week at Atlanta covering nine southern states.

### Consider More Practical Studies

Among the newer objectives discussed were to make the C.L.U. studies more specific and practical for life insurance men and in other ways to improve the course of instruction.

It is realized by those at the head of the movement that the successful maintenance of life insurance on a private business basis may hang, for one thing, on improving the sales technique and advice of a much larger proportion of the agents than the comparatively limited number who now truly can call themselves professional men. The public demand is for a real professional service with advice on the important estate matters that is based on precise knowledge.

### Great Opportunity Presented

In the troubled times through which life insurance is going, the TNEC inquiry, propaganda to provide government control, and hints that those in authority at Washington seek to eliminate the agents and sell insurance over the counter, the C.L.U. movement has its greatest opportunity to be of service, it is believed. Leaders feel the people will brook no interference with life insurance or elimination of the agents if a proper service is rendered by the private institution.

The C.L.U. movement, therefore, is getting ready for its greatest expansion period and for a campaign which will command greater respect, not only among life agents but the public at large.

## Connecticut General Advances Henderson, Alvord

Actuary E. C. Henderson of Connecticut General Life was also made secretary at the annual meeting. A Canadian by birth, he served with Canadian companies for a time, going to Connecticut General in 1920.

M. H. Alvord, who has been with the company since 1924, was made assistant secretary. E. J. McAlenney, former Bridgeport attorney, who joined the company in 1937, was appointed attorney.

### Piper Again Proposes Graduated Plan in N. Y.— More Revenue Sought

The bill to increase the amount of the premium tax on the large companies that was introduced in the last session of the New York legislature, has again been introduced by Chairman Piper of the insurance committee. The extra tax would be 1/4 percent on premiums in New York of companies writing in excess of \$2,000,000 nationally, 1/2 percent on the next million dollars of premiums; 3/4 percent on the next million; 1 percent on the next \$5,000,000 and 1 1/4 percent on all above that amount.

Governor Lehman has been seeking other sources of revenue since the mass revolt against his proposal to boost the state income tax. The insurance tax proposal is believed to have originated with Bernard Sobel, the governor's secretary.

Assemblyman Davidson of New York introduced a bill to force companies to adopt more modern mortality tables but he is a relatively new member of the legislature and has apparently been misled into believing that a different mortality table would lower the cost of insurance.

The assembly has passed the Piper bill requiring modern tables for industrial insurance, to which the industrial companies had no objection.

Mr. Piper has agreed to some modifications of the drastic provisions of his bill prohibiting the writing of settlement option agreements which tie up the funds longer than the principal beneficiary's lifetime. It is believed that a satisfactory arrangement will be worked out. If the original bill were to become law it would be necessary to gain present control over withdrawal of proceeds after the widow's death if it were not desired to have the money paid to the secondary beneficiaries or their guardians.

## Phoenix Mutual Will Enter Texas

HARTFORD—The Phoenix Mutual Life has applied for license to do business in Texas. As soon as its application is approved, the company will announce the name of its manager for Texas. The plan is to open an office in Houston which will be headquarters for its operations in that state.

### Westbrook Indiana Actuary

Commissioner Newbauer of Indiana has appointed Everett Westbrook actuary of the Indiana department, succeeding Lloyd Thomson, who recently resigned to go with the State Life of Indiana. Mr. Westbrook has been an examiner for the Nebraska department and has been in Indianapolis for over a month participating in the examination of the Reserve Loan Life. Mr. Westbrook will assume his new duties as soon as the Reserve Loan Life examination is completed, probably about the middle of next week.

## O'Mahoney Assures of Benign Intent in TNEC Inquiry

### Investment Hearings to Get Under Way Monday

WASHINGTON—Hearings on investments of 26 prominent life companies will definitely get under way Monday, Senator O'Mahoney, chairman Temporary National Economic Committee, has announced. The big investment reports, which include some 300 tabulations designed to show up the companies' operations on the investment side will be introduced the first or second day, in spite of the concern felt by many insurance people about improper competitive use of the data.

It is understood that the alleged overvaluation of assets by some companies, which has already been making sensational headlines, is really a minor phase of the investment study. What the study is really digging into is not whether the Securities & Exchange Commission and the companies have divergent views on the worth of investments but rather on the expansion of life company assets, their concentration in a relatively few large companies and particularly the future effect of the growing volume of life company assets on the national economy.

### Follows Roosevelt's Plan

Thus, while tossing out enough sensationalized fireworks to provide headlines, the study will attempt to go to the bottom of economic implications of the huge reservoir of life company assets. This tack is considerably more in line with what President Roosevelt said in recommending creation of the Temporary National Economic Committee than some of its forays have been.

While it is understood that nothing will be said directly about federal control it appears that the data that will be marshaled has been so drawn up that it will supply powerful ammunition to those who might wish to demand federal supervision of life insurance.

### To Avoid Political Charge

To avoid charges of involving itself in politics the TNEC's final report will be delayed until after elections and will not be presented until late in November or in December, O'Mahoney has announced. It will probably run to some 80 volumes, he said.

O'Mahoney also said that the life investment hearings, which will open Monday and run for two and perhaps three weeks, will be the final insurance hearings, although the companies will be permitted to present their side of the case later on. Of the material to be presented in the next couple of weeks O'Mahoney stated: "I feel that this hearing is the most important one on the insurance question."

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# Annual Statements Show the Growth of Life Companies

## NEW YORK LIFE

New York Life reports that in 1939 its payments to living policyholders and beneficiaries were \$210,625,618, an increase of about \$9,000,000 over the previous year. Payments to policyholders were \$139,804,833, and to beneficiaries \$70,820,785.

New paid for life insurance in 1939 was \$427,756,600, an increase of \$4,939,100.

Total insurance in force aggregated \$6,830,834,796, an increase of \$37,008,487.

Chairman T. A. Buckner pointed out that although New York Life had about 400 fewer agents, the volume of new paid for life insurance increased by almost \$5,000,000.

Assets amount to \$2,762,278,483, an increase of \$114,823,771. Surplus funds reserved for general contingencies amounted to \$125,639,022 as compared with \$124,555,211 at the close of 1938. There is a voluntary investment reserve of \$50,000,000, which is \$5,000,000 greater than at the close of 1938. The sum of \$39,216,872 is reserved for dividends payable to policyholders in 1940.

The mortality experience was favorable and the expenses were normal. The rate of interest return on available new investments of the high quality demanded by the company continued abnormally low, Mr. Buckner stated.

## MUTUAL BENEFIT LIFE

The Mutual Benefit Life's 95th annual report shows an increase in assets to a new high point, an increase in insurance in force, and a substantial amount of new business paid for. Assets are \$713,917,672, gain \$36,368,528. Contingency reserves (surplus) have been increased by \$1,023,595 to \$30,314,767.

Policyholders received payments of \$56,015,487, which included dividend distributions of \$13,260,092. Of such total disbursements \$25,401,165 were death claims, while over \$30,000,000 were paid to living policyholders.

Assets consist of: Cash, \$12,959,389; bonds, \$402,521,489; preferred and guaranteed stocks, \$6,773,805; mortgage loans, \$118,820,216; real estate, \$72,511,431; policy loans, \$91,572,671; premiums due and unreported, \$8,758,669.

New insurance consisted of 26,885 policies for a total amount of \$117,254,493, an average policy of \$4,361. Premium collections amounted to \$74,304,627, increase almost \$2,000,000 over 1938. The company had 549,604 policies for \$2,048,726,860 of insurance in force.

## NORTHWESTERN MUTUAL LIFE

The insurance in force of Northwestern Mutual Life continued to increase

during 1939 as it approached the four billion mark. Assets also increased, reaching a new high, in excess of a billion and a quarter. The total number of policies outstanding is the largest in history.

"A noticeable upward trend in the volume of new insurance applied for took place in September, 1939, and continued to the end of the year," said President M. J. Cleary in making the report of the executive committee to trustees and policyholders. "Early in 1939 an improvement in railroad revenues became clearly apparent; and, as general business expanded, this improvement gathered momentum," he declared. "During the later months of the year, partly due to the sudden industrial expansion which promptly followed the declaration of war in Europe, the improvement reached a comparatively high level."

## Maintains Dividend Scale

Maintaining its 1939 dividend scale, the company has already set aside \$32,400,000 for dividends to be paid to policyholders in 1940. After setting aside dividends, and after providing for all known liabilities including nearly four million for estimated taxes not yet due but payable in 1940, and after adjusting bond and real estate values to conform to present conditions and legal requirements, the company ended the year with a surplus or reserve for contingencies of more than 57 million.

At the end of 1931, when the real reflection of the depression on life insurance began, the surplus exceeded 54½ million. During the eight depression years of 1932 to 1939 inclusive, the company fully earned from underwriting sources and paid to its policyholders in dividends \$282,422,847, equal to 27.5 percent of the total gross premiums received during that period, while increasing its surplus from 54½ to more than 57 million. Meanwhile, any losses were also absorbed by current earnings.

A committee of five policyholders, such as is appointed annually pursuant to by-laws, made an examination of general policies, departmental methods, and expenses of administration, in collaboration with the auditors of the insurance departments of seven states. This committee reported:

## Expense Factor Satisfactory

"Every inquiry and observation of the committee has convinced each member of the fact that the Northwestern Mutual is being administered with sound judgment for the best interests of the policyholders, and that every official of the company is keenly alive to the fiduciary nature of his position. No policyholder of the company has any reason to be other than satisfied with his investment in this company and his representatives in charge of its management."

"The committee made careful inquiry with respect to the ratio of expense to the company's policy volume, both as to first year and as to renewals, and reports to you that it appears that the average total expense of the company is well below that of its leading competitors and well below the average of all figures available."

Assets are \$1,292,422,815, a gain of \$59,321,122. Included was cash of \$14,017,903. Bond investments totaled \$715,936,384, representing 55 percent of assets. The bond portfolio included U. S. government obligations, direct or fully guaranteed, \$123,813,752; U. S. state, county and municipal bonds, \$240,809,573; Canadian government, provincial and municipal, \$40,410,344; railroad bonds, \$115,978,538; railroad equipment trust certificates, \$35,684,478; public utility bonds, \$153,014,907, and industrial bonds, \$6,224,791. No stocks, either common or preferred, are included. Bonds owned had a market value of nearly 17 million in excess of the sum at which these securities are carried.

## Mortgages 23% of Assets

Mortgage loan investments of \$303,573,465 represented 23.49 per cent of assets. This item consisted of \$221,539,376 in city loans, which decreased \$4,915,457, and farm mortgages of \$82,034,089, which decreased \$85,346. Real estate acquired during recent years through foreclosure, both city and farm, represented 3.36 percent of assets with a valuation of \$43,348,291. In addition, home office property was carried at \$4,662,304, and land contracts on real estate sold totaled \$6,216,087. Policy loans represented 11.93 percent of assets and totaled \$154,128,197, showing a decrease of \$15,112,540.

Total income was \$211,532,162, the principal items being \$128,602,067 gross premiums and \$53,909,037 interest and real estate income. Disbursements totaled \$150,628,044, and included \$108,100,078 paid to policyholders and beneficiaries, of which \$43,885,092 represented death claims, and \$31,848,593 dividends. Taxes paid amounted to \$3,344,483.

During 1939 Northwestern Mutual sold 57,749 new life policies for a total of \$195,179,748, an average of \$3,380 per policy. Revivals, increases and dividend additions aggregated \$14,153,244. In addition there were 853 life annuities for \$3,255,466. Total insurance again increased and at the end of the year was \$3,911,212,531, represented by 1,054,638 policies.

## PHILADELPHIA LIFE

Assets of Philadelphia Life now amount to \$13,920,667, an increase of

## Prepares Program



JOHN C. SLATTERY

J. C. Slattery, Guardian Life, is now engaged in preparing the program for a one-day Eastern Round Table session of the Life Advertisers Association to be held March 5 at the Pennsylvania Hotel, New York.

\$281,805. Policy reserves are \$12,613,671, an increase of \$312,073. There is an increase of \$674,323 in cash, bonds and other liquid assets.

Business in force is \$53,913,087, new business paid for was \$5,309,558. Total income was \$2,337,235. Total policy payments were \$1,256,841. Income exceeded total disbursements by \$381,851.

## PROVIDENT LIFE & ACCIDENT

With a gain of \$15,489,970 in 1939, life insurance in force of Provident Life & Accident increased to an all-time high of \$134,418,016.

Accident and health premium income increased to the all-time high of \$6,266,814, representing a gain of \$688,793. Assets are \$12,709,363, representing a gain of \$1,531,157 and surplus to policyholders advanced 12.8 percent to \$3,283,576.

## MODERN LIFE

Modern Life of Winona, Minn., in its new annual statement reports assets \$2,323,796, policy reserve \$2,052,398, capital \$117,674 and net surplus \$37,820. Payments to policyholders last year amounted to \$225,657 and since organization the payments have been \$2,646,641. Modern Life recently moved its head office to Winona from St. Paul. M. A. Nation is president.

## OLD REPUBLIC CREDIT LIFE

Old Republic Credit Life in its new statement reports assets \$627,942; capital is \$200,000 and net surplus \$133,981, an increase of \$31,945. Insurance written amounted to \$39,183,000 and insurance in force is \$37,857,000. Old Republic Credit Life confines its writings to insurance covering the unpaid balance of personal and automobile loans.

## WISCONSIN NATIONAL LIFE

Wisconsin National Life of Oshkosh, in its new annual statement, reports assets \$9,489,565, an increase of \$389,379. Policy reserve amounts to \$7,779,759. Capital is \$400,000 and unassigned surplus is \$574,789. There is an item of \$375,000 of surplus set aside for contingent emergencies and depreciation of securities. The increase in surplus to policyholders is \$25,484.

Insurance in force is \$40,185,984, increase \$468,290. There was an increase of \$24,842 in accident and health pre-

(CONTINUED ON LAST PAGE)

## FIGURES FROM DEC. 31, 1939 STATEMENTS

	Total Assets	Change in Assets	Surplus to Policyholders	New Bus. 1939	Ins. in Force Dec. 31, 1939	Change in Ins. in Force	Prem. Income 1939	Total Income 1939	Benefits Paid 1939	Total Disburs. 1939
American Home, Kan...	1,884,819	+18,107	159,637	1,892,072	9,466,754	+144,811	298,302	405,314	235,366	435,103
American Mutual Life...	29,599,924	+1,122,408	1,759,905	6,418,063	90,815,211	+89,486	2,994,823	4,600,862	2,296,194	3,602,884
Baltimore Life...	17,961,307	+902,550	2,154,771	28,447,985	106,023,344	+4,659,963	3,480,446	4,572,575	1,770,881	3,683,692
Bankers Life, Ia...	240,079,449	+11,688,931	11,599,788	56,583,707	756,982,999	+4,863,350	24,765,870	39,963,050	20,761,357	28,301,257
Bankers Union, Colo...	781,719	+124,297	191,760	1,148,423	7,549,490	+250,841	253,382	320,267	92,669	202,386
Boston Mutual Life...	14,141,389	+835,697	827,812	22,818,658	89,923,191	+3,662,880	3,523,997	4,231,774	1,786,048	3,394,620
Cal.-Western States...	53,843,770	+2,354,264	3,295,000	24,334,974	246,141,242	+3,480,539	7,326,412	10,738,811	4,812,655	8,579,631
Continental Assurance...	33,650,142	+3,211,806	3,612,432	33,438,198	252,671,711	+20,699,213	6,909,100	8,113,986	2,426,642	4,828,203
Guardian Life, N. Y...	140,201,524	+7,227,232	5,469,459	39,742,832	493,272,552	+2,791,675	16,488,520	26,709,276	10,210,736	19,325,366
Home Life, N. Y...	106,922,369	+5,719,620	4,300,635	42,008,528	467,533,589	+17,420,819	12,411,418	19,177,346	8,004,319	13,615,469
Jefferson Standard...	87,500,541	+7,491,569	6,300,000	48,034,900	402,578,085	+17,519,142	12,344,280	17,996,596	6,352,937	10,843,948
Lamar Life...	14,869,472	+1,024,176	1,000,000	8,362,480	71,454,643	+2,710,427	1,901,126	2,881,428	1,002,767	1,878,402
Lutheran Mut. Life...	10,630,361	+1,386,187	601,719	8,466,404	63,619,349	+5,753,688	1,906,242	2,487,484	676,474	1,145,264
Monarch Life, Mass...	6,160,802	+673,206	1,309,124	3,564,262	22,679,010	+1,290,587	703,312	4,062,375	236,916	341,090
Mutual Trust Life...	46,462,432	+2,875,171	3,281,718	16,786,987	174,541,956	+3,062,773	5,662,895	8,603,522	3,527,055	5,530,203
Old Republic Credit...	824,900	+46,105	333,448	39,039,672	37,448,132	+5,232,208	458,364	488,138	163,333	484,357
Peninsular Life...	2,641,678	+443,661	289,929	21,768,442	38,027,419	+6,075,457	1,382,929	1,654,255	309,921	1,195,902
Provident Mut. Life...	363,713,420	+17,294,904	19,874,280	66,514,146	980,043,859	+9,143,330	33,817,114	58,066,679	27,705,795	40,987,228
Texas State Life...	1,089,934	+425,322	60,562	2,207,673	7,104,237	+1,850,448	547,955	626,621	43,908	352,825
Standard Life, Pa...	5,929,866	+81,600	586,833	1,729,219	18,823,511	+425,175	493,409	873,357	412,201	714,002
United Benefit Life...	14,827,301	+1,872,832	700,000	44,329,476	149,884,274	+17,826,187	3,790,662	4,822,730	1,156,146	3,139,437
United Life & Acci...	10,968,076	+647,134	1,693,817	4,698,517	44,271,245	+1,576,468	1,305,771	1,961,140	739,342	1,331,060
Virginia Life & Cas...	1,214,236	+107,446	217,731	5,215,194	12,913,827	+884,256	456,078	504,585	169,247	402,492

## FRATERNAL

Prot. Home Circle, Pa.	9,619,945	+534,973	696,057	8,001,750	58,425,399	-138,890	1,763,609	2,242,264	1,060,342	1,722,807
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<sup>1</sup>Excluding reserve for security fluctuations and other contingencies \$2,250,000.

<sup>2</sup>Excludes \$280,000 general contingency reserve.

<sup>3</sup>Includes contingency fund.

<sup>4</sup>Includes contingency reserve, \$1,450,000.

<sup>5</sup>Contingency reserve.

<sup>6</sup>Includes \$200,000 contingency reserve.

<sup>7</sup>Includes \$27,134 accident and health claims.

<sup>8</sup>Contingency reserve \$440,000.



## Savings Bank Life League's Head Now Fee Counsellor

**S. E. Wolff Employs Oliver De Werthern, Morris Siegel's Ex-"Actuary"**

NEW YORK—Sidney E. Wolff, head of the New York Savings Bank Life Insurance League and perhaps the most active of the group of enthusiasts who promoted the legalization of savings bank life insurance by the New York legislature two years ago, has gone into the life insurance counselling business in New York City under the firm name of A. L. Wolff & Co.

Mr. Wolff, who has never been in the life insurance business, has for years been a broker on the New York Cotton Exchange and continues in that capacity, most of the insurance work being handled by his associate, Oliver De Werthern, who at one time was "actuary" of Morris H. Siegel's Policyholders Advisory Council.

### Friend of Judge Brandeis

Mr. Wolff became interested in savings bank life insurance through his friendship with former U. S. Supreme Court Justice Louis D. Brandeis, who as a young lawyer put through the Massachusetts savings bank life insurance system almost single-handed, and with Governor Lehman of New York, whose espousal of the savings bank life insurance cause was undoubtedly the reason for its being passed by the 1938 legislature, though previously its rejection had been a matter of annual routine. In Mr. Wolff's office are signed photographs of Justice Brandeis and Governor Lehman and a framed letter from Mrs. Lehman.

### "Expose" Sheet Folded Up

Mr. de Werthern has been in the insurance counselling business since his ill-starred publication venture, "The Life Insurance Enlightener," folded up after a few issues. This paper, which Mr. de Werthern organized with two partners after he left his post as insurance expert of New York City's emergency relief bureau, was a highly sensationalized attempt to "expose" life insurance, particularly industrial. Mr. de Werthern was the editorial head. When next heard from, he was with Morris Siegel, later leaving to set up shop for himself. He had as his partner in Oliver de Werthern Associates G. W. Smith, who formerly had the New York City franchise of the Gilbert & Sullivan organization. The partners soon parted company, Mr. de Werthern going to Philadelphia and Mr. Smith becoming head of another counselling concern operating as the National Institute of Research and Economics.

### Central Life General Agency Rally

About 40 general agents of Central Life of Iowa in the midwest attended a three-day meeting in Chicago with President E. H. Mulock and other executives. The entertainment feature was a theater party.

### Report on Mass. Savings Banks

BOSTON—Judd Dewey, savings bank life insurance commissioner, announces that savings bank life insurance sold in this state in 1939 totalled \$24,926,936, and the plan's insurance in force increased 11 percent. The system issued 27,869 policies during the year.

## Limited War Clause in Illinois

Insurance Director Palmer of Illinois has approved for use in that state a limited form of war exclusion clause. Unless the exclusion is incorporated in the incontestable clause, the war clause must contain a provision amending the incontestability provision in the policy to which it is to be attached, Mr. Palmer asserts.

The Illinois department states that it construes the exception for military or naval service in time of war as referring to service in the armed forces of any country at war, declared or undeclared, and all forms must so provide. The following type of war clause will be acceptable:

"A provision excluding from coverage death resulting from any cause while in military or naval service of any country at war, declared or undeclared, or within six months after termination of such service if death be caused from any wounds, injuries or disease received or suffered while in such service."

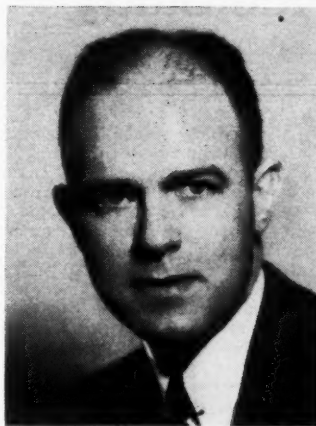
During the contestable period only, which may not extend later than two years from the date of the policy, additional restrictions as to auxiliary service and travel or residence are permissible. The following type of provisions will be acceptable:

"A provision excluding from coverage death occurring during the contestable period while the insured is serving in civilian units auxiliary to the armed forces of any country at war";

"A provision excluding from coverage death occurring during the contestable period as a result of war or any act incident thereto, whether such war be declared or undeclared, while the insured is traveling or residing outside of the states of the United States and the District of Columbia."

The policy contract, or any supplement thereto, should also contain a pro-

## New Medical Director of Protective Life



DR. EDGAR G. GIVHAN

Dr. Edgar G. Givhan, the new medical director of Protective Life, is an important physician of Birmingham. He has been specializing in internal medicine.

vision providing that in the event of any death excluded from coverage under the policy, the beneficiary will be entitled to a return of not less than the full reserve for the policy and any dividend additions, less any indebtedness.

Provisions for benefits in event of total and permanent disability or accidental death may contain exclusions relative to losses resulting from war or any act of war and conditions based upon military or naval service of any country at war provided they are not misleading nor ambiguous.

Policy contracts or any supplements thereto not in conformity with the above are disapproved as of March 1.

## Several Companies to Be Criticised by TNEC, Reported

**Two New York Papers Anticipate Stressing Overvaluation of Assets**

NEW YORK—Life companies are accused of vast overvaluation of assets, particularly bonds, mortgages and real estate, in the investment report on which the Securities & Exchange Commission is putting the finishing touches for presentation to the Temporary National Economic Committee next week, according to simultaneous lengthy articles in New York City's insurance-baiting dailies, the "World-Telegram" and "Post."

Both stories draw heavily on the address which Ernest Howe, SEC's chief financial adviser, made before the American Life Convention last spring, the "Post" opus using data from it so as to give the hasty reader the impression that the figures are quoted from the forthcoming report rather than from a speech published nearly a year ago.

### Amortized Basis Questioned

"In general, the committee has found that many companies have made a practice of carrying mortgages and bonds on their books at their 'amortized value,' which rests upon the presumption that they will be paid off at par when they mature," the "World-Telegram" says.

"To the extent that the long depression has made it probable that many of these assets will not bring par at maturity, the committee believes, the actual usable surpluses of the companies are below those told to policyholders by the companies' financial statements."

The "Post" story states:

"The decision to make public the findings of the SEC was reached despite what might fairly be described as frantic efforts by life insurance officials to have them suppressed."

"The entire situation was laid before President Roosevelt last week by Leon Henderson of the SEC and the fact that the hearings have not been called off is taken as indicating the President's approval of the course mapped by the two government agencies."

### Fear for Jobs Imputed

"Company officers who have been supplied with advance copies of the SEC studies maintained that to make them public would shake confidence in the \$28,000,000,000 life insurance structure, with possible far-reaching consequences."

"Government officials believe, however, that their agitation is partly due to fear that exposure of highly questionable financial practices may cost some of them their well-paid jobs."

"As far as the companies are concerned, SEC officials believe they are easily strong enough to revalue their assets on a sound and conservative basis and that public interest requires that they do so."

### O'MAHONEY SPEAKS REASSURINGLY

WASHINGTON—Apparently concerned at the sensationalized treatment that certain newspapers have given the "overvaluation" angle of the forthcoming SEC investment report, Chairman O'Mahoney of the TNEC has given out reassuring interviews to correspondents here, making it clear that in spite of the newspaper stories the companies are in first class shape and policyholders need have no concern.

O'Mahoney said nothing had been (CONTINUED ON PAGE 24)

## WITHIN THREE WEEKS

Here was a policyholder who in 1929 bought an Ordinary Life policy for \$5,000, and paid ten years of premiums, but then permitted the insurance to lapse for non-payment of premium.

The agency wrote urging him to keep the insurance, but he ignored the letter. The underwriter made several calls, but the man could not be convinced that it was to his own best interest to keep the insurance in force. The reason back of his refusal was that the policy had an outstanding loan, that the loan bore interest.

The policy had sufficient extension value to carry \$3,671 of protection up to December 6, 1939.

On November 20, 1939, the insured suffered a sudden heart attack and died, within three weeks of the end of the extension period.

This case illustrates the value of the extended insurance feature, for the widow, who is the beneficiary under the policy, is receiving the \$3,671 under an option, payable in monthly portions of \$100 each.

♦ ♦ ♦

## THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY  
Chairman of the Board

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Equitable's Middle-Income Plan Embodies Wide Study

NEW YORK—To do for the middle income group what the Equitable Assured Estates plan has proven highly successful in accomplishing for the higher income buyers, Equitable Society has brought out its "Extended Income Plan." By June, Second Vice-president Vance Bushnell, who has charge of training and sales promotion, expects to have all the Equitable agencies using it. Unique in several respects, the E.I.P. has brought so high a ratio of closes to interviews that Mr. Bushnell prefers not to disclose the percentage until the plan has been in use long enough to iron out possible temporary influences.

The new plan is built around a compact sales kit which is so attractively gotten up that the prospect would never realize how ingeniously it is designed from a functional standpoint. By means of a visible index the agent can instantly flip over the pages to a typical case showing what was done for a man with approximately the same income and family situation as the prospect.

### "Cases" Seem Real

Though fictitious names are used, such a wealth of specific details is given that the man described seems to be not just a "case" but an actual personality. This induces the prospect to think concretely in terms of his own situation.

Turning next to the "Extendograph" section, the agent displays on the left hand page life insurance income needs set out in graphic form. On the right hand page is a similar graph on which to plot the prospect's own needs.

Between these two pages are several half-pages showing how much life insurance proceeds is required to produce given amounts of income for various periods. Some of these half-sheets take social security income into account, others do not. An ingenious feature of the kit is that in turning to the "Extendograph" section the agent, without the prospect's knowledge, can open the half-pages to those showing social security or those which do not, according to the prospect's situation.

### One-Interview Programming

After working out the prospect's graph, the agent can quickly make all the computations to show exactly how much additional insurance and what type of policy or policies should be purchased. This is made easy by a work sheet attached to the graph and also by a section in the back of the kit containing rates for the company's principal policies on cards which pull out so that the correct rates appear in slots. Income under settlement options is similarly shown. On the other hand, if it seems advisable, the agent can terminate the interview before making his calculations and make an appointment to come back later with his recommendations.

The E.I.P. system is the result of common sense and extensive testing built on an amazing amount of research. Since the income range—\$100 a month up to around \$4,000 a year—for which the plan is designed means that the life insurance outlay and the proceeds must be carefully tailored if the insured is not to be hopelessly burdened by premiums, the E.I.P. is so arranged that the agent can tell with scientific accuracy how much of the insured's income can be put into life insurance, what plans should be used to spread the proceeds or retirement values over the probable needs, and what percentages should be allocated to these needs.

### Uses Income Basis

An income basis is used wherever possible, which means practically everywhere except the clean-up fund. It is recognized that a widow in these income brackets will receive an insurance estate usually not exceeding \$20,000,

which must be more carefully protected against dissipation of principal than a larger estate where there is more margin for error.

The Equitable's research has shown that prospects for whom the E.I.P. is intended can put from 10 to 15 percent of income into life insurance. In general, the higher the man's income the higher the percentage but since individual situations differ, these also have been the subject of research. The result is that, knowing the prospect's income, family situation and type of occupation, the agent can tell exactly what percentage of income, and consequently how many dollars a year, can be put into life insurance, including existing coverage. These figures, it should be noted, are not some theoretical ideal but what actual surveys have shown that persons in the given circumstances can do.

### Living Costs Differ

The figures take into account the fact that living costs and consequently the margin available for life insurance, depend on the section of the country, whether the prospect lives in the country or a town or city, and the size of the city, also on his occupation. For example, a salesman, doctor, or lawyer, must spend more of his income living up to a certain standard than would, say, a technical worker having the same income.

Similar information is also the basis of arranging proceeds. This permits everything to be worked out to fit the most probable situations to be met by the insured's family in case of his death.

An example of the realistic thinking that has gone into the E. I. P.: For many of the income group aimed at it is a practical impossibility to provide insurance for children's college education and still do a decent job of providing living income during dependency. Consequently the Equitable made an exhaustive survey of the costs, not only of various types of colleges and universities throughout the country but of technical and special courses, such as electrical engineering, secretarial training, drafting, photography and the like. The cost of these non-college courses ranges from \$250 to \$1,000. Where a boy or girl cannot attend college or has no aptitude in that direction one of these special courses may well make the difference between being a mere wage-slave and a chance at more congenial work.

At the same time, where a youngster is particularly anxious to go to college and can get a scholarship or work his way through in part, provision for even as little as \$1,000 may turn the scale and make college possible when it would otherwise be out of the question.

### Cuts Need for Pressure

One feature of the E. I. P. method is that it almost entirely eliminates pressure in selling. It has proven so effective in getting a prospect to think seriously about his own problems that there is no trouble in getting him to give all the necessary data, including his income. Insincere objections are virtually eliminated. Agents are instructed not to press for sales, since experience with the E. I. P. and with its counterpart in the higher income field, Equitable Assured Estates, has shown that even if a prospect is unable to buy immediately he is so greatly impressed by the service rendered that he won't forget the agent when he is in a position to buy.

### Indian "Pow-Pow" Is Held

Starved Rock, Ill., rich in Indian lore, was the scene of an innovation in agency meetings when "braves" of the Illinois field force of Mutual Trust Life gathered for a pow wow in Starved

## Twenty Years in Weekly Production with No Hitch

W. L. Matheney of Charleston, W. Va., district agent of the New England Mutual Life,

on Jan. 1, completed 20 years consecutive weekly production. He entered the business on Sept. 11, 1919, being associated with Paul M. Smith, now general agent at Columbus, O. Previous to going to Columbus Mr. Smith was located in Charleston and was instrumental in getting Mr. Matheney to enter the business. From Jan. 1, 1920, to Jan. 1, 1940, Mr. Matheney produced at least one application a week, and on two occasions he produced one application for each working day of the month. This was done in December 1936, and June 1937.

Mr. Matheney attended the life insurance school at Carnegie Institute in 1920, and graduated in the insurance class. He has been an active member of the Charleston Life Underwriters Association for the last 20 years, serving as secretary and treasurer for three terms and is now president.

Mr. Matheney went to Columbus to give a talk while Mr. Smith was celebrating his 10th anniversary there. Mr. Matheney was presented with a scroll in recognition of his 20 year record by the Columbus agency staff bearing the signature of each of the producers. C. F. Collins, agency secretary from the head office, presented a token, also in recognition of his record.

Rock Lodge. Qualification for attendance was based on scalps (applications) taken during January. Some 32 warriors, mingled with a goodly number of squaws, enjoyed a full day's program interspersed with talks by "Field Chiefs" C. J. Lenz and C. P. Carlson and by "Big Chiefs" from the home office, including A. B. Slattengren, vice-president; Raymond Olson and V. E. McLaughlin. The meeting was arranged by P. S. Nelson, home office supervisor for Illinois.

### Young, Schurtz Are Winners

A trip to New York, all expenses paid, goes to G. Guy Young, general agent at Alturas, Cal., for Capitol Life, and to John A. Schurtz of Wendling, Ore., winners in Capitol Life's "Fifty-Fifty" contest for 1939. Mr. Young is also winner in the second period of the contest, thereby earning another trip as a prize.

## Illinois Federation Sponsors Repeat Engagement

Last October O. J. Arnold, president Northwestern National Life of Minneapolis, addressed a thousand guests of the Illinois Chamber of Commerce. This message was so favorably received that he has again been selected as the principal speaker at the annual luncheon of the Insurance Federation of Illinois to be held Feb. 20 at the Union League Club in Chicago.

It took the combined efforts of his friend, Chas. B. Stumes of the Penn Mutual Life and the program committee of the Insurance Federation to secure this speaker, as Mr. Arnold was obliged to postpone a Florida vacation to comply with their urgent request.

Mr. Arnold's talk, entitled "Super-Vision or Supervision," will reflect his grasp of the facts of the entire insurance business and its relation to business of the nation.

## Provident Mutual General Agents Body Names J. H. Hooper

### Celebrate 75th Anniversary at Palm Beach—Linton Presents Review

PALM BEACH, FLA. — J. Henry Hooper, Baltimore, was elected president of the Provident Mutual General Agents Association at the annual meeting here celebrating the company's 75th anniversary. Stewart D. Marquis, Chicago, was named vice-president; Hobart E. Drake, Sioux City, is secretary-treasurer; George P. Schoemaker, New York, auditor. The executive committee includes Willard Ewing, Chicago; J. Stinson Scott, Rochester; Louis F. Paret, Philadelphia; William Peterson, Seattle; Clancy D. Connell, New York, and Franklin C. Morss, manager of agencies.

Satisfaction over the progress made by the Institute of Life Insurance was expressed by President M. A. Linton in a frank discussion of the problems regarding the supervision of life insurance. Mr. Linton predicted that the institute would be helpful in counteracting the flood of biased propaganda that is directed against the life insurance business.

Mr. Linton reported a gain of \$9,000,000 life insurance in force by the Provident Mutual, an increase of \$17,000,000 in assets and sales totaling 90.9 percent of the 1938 figure.

### Ewing Gives Welcome

Willard Ewing, Chicago, president General Agents Association, gave the welcome. A. Morse Baker, Philadelphia, and Walter D. Cross, assistant manager of agencies, participated in the opening session. At the luncheon the program was devoted to 75th anniversary celebration. Samuel P. Ellis, Cincinnati general agent, who last year celebrated his 50th anniversary, presided. Franklin C. Morss, manager of agencies, reviewed the traditions and history, telling of the sales methods and personalities of the old days.

Louis F. Paret, Philadelphia, 48 year veteran, followed with an album of personalities from the old Provident history, telling of the men who contributed to the company's development.

Mr. Morss paid tribute to Joseph Ashbrook, who had been manager of the insurance department for years and was a powerful influence in the organization of the National Association of Life Underwriters.

The home office's congratulations on the anniversary were tendered by Nelson A. White, advertising manager, who told of the service to thousands of policyholders and beneficiaries.

### Review by Wise

Events of the preceding year were reviewed by Willard K. Wise, vice-president, who pointed out that changes in conditions created a need for fresh methods. Formerly the presentation was considered more important than the job of prospecting but under today's conditions, adequate and intelligent prospecting is the agent's principal problem. He summarized the results in the use of aptitude tests in recruiting new men.

A fourfold program for agents was presented by Malcolm L. Williams, assistant manager of agencies. This includes: 1, The setting of \$100 as the minimum standard of production; 2, the adoption of ten-a-month program of prospecting and planning; 3, personal

(CONTINUED ON PAGE 26)





## How much does it cost to go to college?

**THE NEED** Even if your little son or daughter is very young, you have probably asked yourself two questions:

1. "How much does it cost to put a boy or girl through four years of college?"
2. "Where will the money come from, particularly if I am not here to help?"

A folder, "The Cost of Four Years at College", published by the New York Life, shows approximate costs for 105 leading colleges at the present time. The four-year cost varies from a minimum of \$1,000 to \$6,000 or more. A copy of this folder will gladly be sent upon request.

You can make certain that money will be ready, whether you are here or not, when the time comes for your son or daughter to go to college if you are protected with a New York Life Educational Endowment policy.

**THE POLICY** Educational Endowment policies, with a "Settlement Agreement", can be made to provide an income available for the student's expenses during the four years of college. This policy is usually issued on the life of the father. It is a comprehensive plan which will provide a fund for your son or daughter on a specified date, usually at about age 17 or 18. If you are living, the policy will mature as an endowment. Or, if you die before the maturity date, no further premiums will be required and the policy will mature the same as if you had lived and paid the premiums. With this plan you can make sure that, *whether you live or not*, funds will be ready for your child's education at age 17 or 18. No other plan than life insurance can do this.

However, if you are not in a position to adopt this comprehensive plan, you can, at a lower premium rate, take an Ordinary Life policy

with a "Settlement Agreement" providing payments for the child beginning at age 17 or 18, in case of your prior death. If you live, the cash surrender or loan value of the Ordinary Life policy could, if necessary, be used to pay a part of the college expenses.

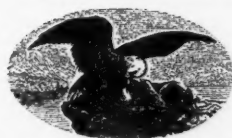
For complete information on New York Life "educational policies", get in touch with the New York Life agent in your community.

**THE COMPANY** When you buy life insurance, whether to make funds available for the education of your children or any other purpose, you want your life insurance to be safe beyond peradventure. The New York Life is a strong, mutual company. It has never had any stockholders and pays dividends to policyholders only. In investing, the Company adheres to its principle that safety should always be the first consideration.

# NEW YORK LIFE

INSURANCE

*A Mutual Company*



COMPANY

*Founded April 12, 1845*

THOMAS A. BUCKNER, Chairman of the Board    51 Madison Avenue, New York, N. Y.    ALFRED L. AIKEN, President

**SAFETY IS ALWAYS THE FIRST CONSIDERATION . . . NOTHING ELSE IS SO IMPORTANT**

## Production Leaders for 1939 Announced by Companies

Leaders in personal production, leading general agencies or districts and leading states in 1939 for a number of companies have been announced. The three leaders in each classification are shown below in the order they rank. The amount of production is shown in cases where figures are available.

**Alliance**—PERSONAL, F. L. Hagenmaster, Topeka, \$233,000; J. B. Dexter, Battle Creek, \$189,571; F. W. Johnson, Kewanee, \$175,000. AGENCIES, F. L. Hagenmaster, Topeka, \$397,932; Cedar Rapids, \$386,260; C. N. Connors, Peoria, \$293,140.

**American Reserve Life**—PERSONAL, P. H. Graham, Omaha; H. M. Ryan, Albert Lea, Minn.; J. R. Crawford, Beaver Creek, Minn. AGENCIES, same. STATES, 1. Neb.; 2. Minn.; 3. Mo.

**Bankers Life, Neb.**—PERSONAL, R. R. Burtner, Harrisburg, Pa., \$246,500; E. F. Goodrich, Topeka, Kan., \$209,900; J. H. Beck, Denison, Ia., \$200,416. AGENCIES, V. A. Marshall, Fairbury, Neb., \$910,660; R. R. Burtner, Harrisburg, Pa., \$683,954; E. F. Goodrich, Topeka, Kan., \$527,440. STATES, Neb., \$3,772,759; Iowa, \$1,344,035; Pa., \$1,127,522.

**Confederation Life**—PERSONAL, P. R. Meredith, Toronto, Ont.; C. O. Butler, St. John's, Nfld.; M. B. Tribe, London, England. AGENCIES, R. H. Squire, Vancouver, B. C.; N. S. Boyd, Toronto City Sub. Division; Attilio Leon, Havana, Cuba.

**Central Life Assur. Soc.**—PERSONAL, J. B. Lindner, Cleveland, O.; G. F. Garrison, Salina, Kan.; George Andrews, Grand Rapids, Mich. AGENCIES, Badger Agency, Madison, Wis.; E. L. Gifford, Dubuque, Ia.; M. G. Fox, Appleton, Wis. STATES, Iowa, Wis., Ill.

**Continental, D. C.**—PERSONAL, W. Groome, High Point, N. C.; W. L. Clark, Washington No. 1; H. H. Groome, High Point, N. C. AGENCIES, W. Groome, High Point, N. C.; H. M. Baggett, Alexandria, Va.; J. R. Jarvis, Elizabeth City, N. C.

**Continental American**—PERSONAL, Max J. Hancel, New York, \$398,000; Gerald M. Doherty, Boston, \$311,433; Mahlon B. Simon, Philadelphia, \$256,014. AGENCIES, Lauer Agency, New York, \$1,965,192; Hancel Agency, New York, \$1,789,672; Wilmington, Del., \$1,764,525.

**Country Life**—PERSONAL, Anne Miller, Joliet, Ill.; R. R. Barr, Ottawa, Ill.; W. C. Linker, Morrison, Ill. AGENCIES, LaSalle County, Ottawa, Ill.; McLean County, Bloomington, Ill.; Livingston County, Pontiac, Ill.

**Durham Life**—C. O. Stogner, Camden, S. C.; C. J. Harrington, Wadesboro, N. C.; J. W. Shelton, South Boston, Va. AGENCIES, G. R. Daniel, Danville, Va.; W. R. Draughon, Elizabeth City, N. C.; F. L. Kersey, Charleston, S. C.

**Empire Life**—PERSONAL, L. A. Miles, Muncie, \$170,480; H. H. Stuteville, Evansville, \$34,945; R. A. Foster, Columbus, \$29,500. MANAGERS (per man basis), E. C. Miller, Muncie, \$298,620; V. J. Park, South Bend, \$168,803; W. E. Fike, Kokomo, \$139,345.

**Equitable, D. C.**—AGENTS, B. Feldman, East Liverpool, O.; E. Silverstone, Washington, D. C.; D. M. Tash, Washington, D. C. DISTRICTS, W. A. Hutchison, Steubenville, O.; A. Tecca, East Liverpool, O.; R. E. Carson, Wheeling, W. Va.

**Farmers & Traders**—PERSONAL, C. E. Trump, Waverly, N. Y.; J. W. Barnes, Washington, Pa.; A. L. Clark, Morris Plains, N. J. AGENCIES, L. L. Little & Son, Elmira, N. Y.; Wm. Trowbridge Agcy., Westfield, Pa.; H. D. Tompkins Agcy., Gerry, N. Y. STATES, N. Y., Pa., Mass.

**Federal**—PERSONAL, C. E. Chappell, Elkin, N. C.; R. S. Pope, Bay City, Mich.; H. M. Simpson, Denver, Colo. AGENCIES, H. C. Voorhies, Chicago, Ill.; R. S. Pope, Bay City, Mich.; P. M. Edge, Charlotte, N. C. STATES, Ill., Mich., Cal.

**Great Southern**—PERSONAL, T. B. Reed, Okla. City, Okla., \$793,639; Alva Carlton, Houston, Texas, \$732,150; Carey Selph, Houston, Texas, \$569,473. BRANCH OFFICES, Houston City, Texas, \$5,279,963; Oklahoma Dist., Oklahoma, \$1,657,203; Waco, Texas, \$1,649,270. STATES, Tex., \$19,141,349; Okla., \$4,236,189; La., \$2,999,967.

**Great-West Life**—PERSONAL, A. H. Thorndyraft, Winnipeg, Man.; Louis White, Toronto, Ont.; S. A. Thorndyraft, Vancouver, B. C. AGENCIES, Earl

M. Schwemm Agency, Chicago, Ill.; Winnipeg Agency, Winnipeg, Man.; Toronto No. 1 Agency, Toronto, Ont. STATES AND PROVINCES, Ontario, Manitoba, Illinois.

**Gulf Life, Fla.**—PERSONAL, B. B. Verplanck, Tampa, Fla., \$243,794; Loper B. Lowry, Tampa, Fla., \$194,997; W. H. Faith, Atlanta, Ga., \$163,704. AGENCIES, L. B. Lowry, Tampa, Fla., \$965,000; J. R. Castine, Jacksonville, Fla., \$463,161; L. B. Lowry, Miami, Fla., \$454,241. STATES, Fla., Ga., Ala.

**Guarantee Mutual Life**—PERSONAL, O. C. Nail, Spokane, Wash.; Fred Sherman, Seattle, Wash.; F. F. Ehlen, Chicago, Ill. AGENCIES, O. C. Nail, Spokane, Wash.; E. L. Scarlett, Fargo, N. D.; F. F. Ehlen, Chicago, Ill. STATES, Neb., Tex., Minn.

**Jefferson Standard**—PERSONAL, W. L. Brooks, C. F. Baldwin, L. L. McMasters. AGENCIES, Charlotte, Greensboro, San Antonio. STATES, N. C., Tex., S. C.

**Lamar**—PERSONAL, J. E. Foster, Jackson, Miss., \$272,000; W. C. Buckley, Jackson, Miss., \$231,784; W. E. Watts, Brookhaven, Miss., \$200,403. AGENCIES, Jackson Agency, Jackson, Miss., \$922,335; Cent. Tenn., Lebanon, Tenn., \$553,000; Meridian Agency, Meridian, Miss., \$444,200. STATES, Miss., \$4,516,588; Tex., \$1,085,752; Ala., \$958,905.

**Lincoln National**—AGENCIES, O. D. Douglas, San Antonio, Tex.; Northern Indiana, Fort Wayne, Ind.; Southern California, Los Angeles. STATES, Ohio, Ind., Mich.

**Lutheran Mutual**—PERSONAL, B. H. Ritter, Minneapolis, \$235,500; T. J. Palm, La Porte, Ind., \$204,250; W. H. Elliott, Columbus, O., \$203,750. AGENCIES, I. E. Rosholt, Chicago, \$1,373,450; B. H. Cody, Fostoria, O., \$782,500; F. W. Mehl, Alliance, O., \$698,750. STATES, Ohio, \$1,931,500; Wis., \$1,128,750; Ill., \$1,088,450.

**Mid-Continent**—PERSONAL, H. C. Moody, Muskogee, Okla., \$262,750; Clyde Faught, Altus, Okla., \$240,030; B. A. Clappitt, Duncan, Okla., \$213,400.

**Midland Life**—PERSONAL, Dennis G. Colwell, Dallas, \$320,554; Chas. J. King, Kansas City, Mo., \$290,927; Walter C. Huckabee, Waxahachie, Tex., \$192,749. AGENCIES, Dennis G. Colwell Agency, Dallas, \$657,364; Kansas City (Home Office), K. C., \$438,004; E. J. Spencer Agency, Kansas, \$367,955. STATE, Tex., \$1,943,594.

**Midland Mutual**—PERSONAL (including annuities), Harold J. Plack, Peoria, Ill., \$325,333; William E. Whipple, Columbus, O., \$291,167; Sam B. Garwood, Columbus, O., \$287,167. AGENCIES (including annuities), Tice & Jeffers, Columbus, O., \$2,260,933; James R. Mayfield, Indianapolis, Ind., \$947,807; Charles E. Schaad, Marion, O., \$841,157. STATES (including annuities), Ohio, \$5,121,276; Pa., \$1,363,995; Ill., \$831,986.

**Midwest Life**—PERSONAL, H. G. Weigel, Hays, Kan., \$265,800; L. D. Chapman, West Union, Ia., \$224,400; Roy F. Watson, Lincoln, Neb., \$209,100. AGENCIES, J. T. Maillie Agency, Oelwein, Ia., \$1,047,000; Bruce A. Rogers Agency, Hays, Kan., \$1,045,000; W. J. Kness Agency, Audubon, Ia., \$445,500. STATES, Kan., \$2,298,000; Iowa, \$1,652,500; Neb., \$1,481,000.

**Minnesota Mutual** (figures are paid premiums)—PERSONAL, N. F. Winter, St. Paul, \$26,502; H. B. Victor, St. Paul, \$18,222; Mrs. G. A. Ralls, Houston, \$13,038. AGENCIES, Victor-Winter, St. Paul, \$91,297; Paul D. Williams, Minneapolis, \$32,307; Boyle & Boyle, Chicago, \$29,380. STATES, Minn., \$1,573,528; Tex., \$904,396; Ill., \$475,078.

**Mutual Benefit**—PERSONAL, S. W. Sturm, Cincinnati; M. M. Matusoff, Cleveland; E. J. Dore, Detroit. AGENCIES, C. E. DeLong, New York City; Johnston & Clark, Detroit; J. S. Drewry & Co., Cincinnati. STATES, N. Y., \$15,223,554; Ohio, \$13,489,724; Mich., \$12,168,078.

**New England Mutual**—PERSONAL (life only), William T. Earls, Cincinnati; G. Nolan Bearden, Los Angeles; J. H. Prentiss, Jr., Chicago. AGENCIES, M. G. Summers, Boston; Hays & Bradstreet, Los Angeles; H. G. Swanson, Chicago. STATES, N. Y., Ill., Mass.

**Northern Life, Ont.**—PERSONAL, R. O. deCarufel, Montreal, P. Q., \$198,700; J. Abelson, Ottawa, Ont., \$166,700; J. D. Murphy, Port Huron, Mich., \$144,993. AGENCIES, Halifax, \$519,340; Flint, \$489,626; Central Ontario, \$471,997.

**Ohio State Life**—AGENCIES, Michigan, Pittsburg, Akron. PERSONAL,

Alfred Gusy, Los Angeles; E. M. Sinclair, Canton; J. C. McFarland, Cincinnati; A. E. D'Emilio, Pittsburgh.

**Ohio National**—PERSONAL, H. R. Lindenberger, York; G. S. Severence, Chicago; V. E. Templeton, Lima. AGENCIES, Geo. Wade Agency, Harrisburg; F. E. Kramer Agencies, Erie; Guy Chiesman, Spokane. STATES, Ohio, Pa., Cal.

**Occidental, Cal.**—PERSONAL, Charles Walls, Winnipeg, Manitoba, Can.; R. B. Roberts, Los Angeles, Cal.; Robert Ginsburg, St. Louis, Mo. AGENCIES, H. M. Lelsure, Los Angeles, Cal.; Home Office, Los Angeles, Cal.; Martin Arnovitz Agcy., Montreal, Que., Can. STATES, Cal., Wash., Ill.

**Oregon Mutual**—PERSONAL, Wm. J. Sheehy, Portland, Ore., \$301,700; C. E. Inman, Portland, Ore., \$295,500; F. W. Tregaskis, Raymond, Wash., \$229,779. AGENCIES, Schoeffel, Portland, Ore., \$2,245,912; Walbridge, Eugene, Ore., \$1,672,872; Patterson, Seattle, Wash., \$1,261,226. STATES, Ore., \$4,523,504; Wash., \$1,845,285; Idaho, \$467,929.

**Pan-American**—PERSONAL, J. C. Johnson, Pensacola, Fla., \$386,642; James B. Roark, San Antonio, Tex., \$212,750; R. H. Hester, Jackson, Miss., \$209,792. AGENCIES, New Orleans Agency, N. O., \$1,374,045; Pennsylvania Underwriters Co. (Pittsburgh), \$1,009,745; Hester & Hester Agency, Jackson, Miss., \$931,910. STATES, La., \$2,703,970; Tex., \$1,909,928; Fla., \$1,246,795.

**Penn Mutual**—PERSONAL (life only), George W. Stewart, Pittsburgh, \$959,523; Walter N. Hiller, Chicago, \$832,355; Stanley F. Transue, Philadelphia, \$697,342. AGENCIES, Home Office Agency, Philadelphia, \$17,844,553; Holgar J. Johnson Agency, Pittsburgh, \$6,648,320; Osborne Bethea, New York, \$5,831,396. STATES, Pa., \$25,172,103; N. Y., \$18,799,651; Ill., \$14,342,239.

**Pennsylvania Mutual Life**—PERSONAL, B. Pastore, South Phila., \$52,250; M. Radosevich, Pittsburgh, \$32,500; J. Arrington, West Phila., \$32,000. AGENCIES, South District, Philadelphia; Chester, Pa.; North District, Philadelphia.

**Reliance**—PERSONAL, Hyman Rogal, Pittsburgh, \$613,000; David Warshawsky, Cleveland, \$547,297; Saul Perlman, Pittsburgh, \$459,000. AGENCIES, Western Pennsylvania, Pittsburgh, \$10,356,754; Florida, Jacksonville, \$4,015,668; Ohio, Cleveland, \$3,704,282. STATES\*, Penna., \$11,523; Ohio, \$4,727; Fla., \$3,346. \*In thousands.

**Reserve Loan**—PERSONAL, R. J. Seiberlich, Minneapolis, \$373,000; R. J. Camp, Poplar Bluff, Mo., \$250,500; J. W. Camp, Poplar Bluff, Mo., \$248,000. AGENCIES, J. F. Ouzts, Greenwood, S. C., \$3,607,500; H. C. Cook, Waxahachie, Tex., \$2,143,500; M. E. O'Brien, Detroit, Mich., \$1,028,600. STATES, Tex., \$2,720,900; Ga., \$1,502,400; S. C., \$1,203,500.

**Service Life**—PERSONAL, Patrick Robards, Chicago, \$130,230; E. A. Shipp, Rockwell City, Ia., \$110,375; Chase Wanglin, Los Angeles, Calif., \$107,700.

**United Benefit**—PERSONAL, Samuel I. Reishin, Philadelphia, \$557,500; R. F. Sheehan, Newark, \$348,000; D. J. Hundahl, Tulsa, \$342,450.

**Union Central Life**—PERSONAL, Sis Hoffman, Cincinnati, O., \$1,074,183; J. H. Minden, New York, N. Y., \$671,394; John C. Sebastian, Cincinnati, O., \$670,011. AGENCIES, C. B. Knight Agency, New York, N. Y., \$21,003,556; Judd C. Benson, Cincinnati, O., \$6,458,078; H. S. Baketel, Jr., Philadelphia, Pa., \$4,303,268. STATES, N. Y., \$20,899,371; Ohio, \$11,510,844; Ill., \$6,348,772.

**United States**—PERSONAL, F. Villarreal, Manila, P. I., \$369,500; M. Appelmann, Manila, P. I., \$233,795; S. Karnett, New York City, \$187,520. AGENCIES, Dascit Und, Inc., New York City, \$2,000,000; Elizalde, Manila, P. I., \$1,900,000; Brainerd & Black, Honolulu, T. H., \$1,200,000. STATES, N. Y. C., P. I., Hawaii.

**Volunteer State**—PERSONAL, W. H. Stevenson, Florence, S. C.; Fred J. Stancliff, Houston, Tex.; Thos. M. Divine, Chattanooga, Tenn. AGENCIES, T. W. Barron, Nashville, Tenn.; T. M. Divine, Chattanooga, Tenn.; Smith & Glover, Memphis, Tenn. STATES, Tenn., Texas, S. Car.

### Southland Life Managers Meet

Agency managers of the Southland Life held their annual two-day sales meeting at the home office to outline sales plans for the year. District meetings for agents were held in connection with the annual tri-city sales congress sponsored by the Texas Association of Life Underwriters, and more than 140 Southland agents attended the meetings in Houston, San Antonio and Dallas.

## Anderson Sees Help from O'Mahoney in Senate Statement

A great sales help to life men was given by U. S. Senator Joseph C. O'Mahoney in reassuring about the attitude of TNEC toward life insurance, C. Vivian Anderson, Cincinnati, told the Chicago Life Insurance & Trust Council at a meeting this week. Mr. Anderson is a "millionaire" agent of Provident Mutual, past president and head law and legislation committee, National Association of Life Underwriters. Therefore, the fact of the investigation was being taken by many potential life insurance buyers to be an intimation there was something wrong with life companies, Mr. Anderson said. The reassurance, he felt, should prove very helpful in selling.

Mr. Anderson discussed the Bailey, Dryden and other cases as they affect insurance. He mentioned the Alice S. Keefe case, now in first circuit court of appeals, from the Rhode Island district court, in which it is claimed proceeds are tax exempt when incidents of ownership in the policy were given up.

### Uses Corporate Trusts

Mr. Anderson told how he goes about insuring persons of large means. He finds that they feel a trust company is better equipped than a life insurance company to handle trust funds, considering the need for a flexible arrangement and for a certain amount of judgment in meeting unforeseen emergencies. He said as a rule such men consider the trust company would do a better job.

Mr. Anderson stressed the usefulness of a life insurance trust in keeping the money from going into the general estate where it would be subject to tax, and also in providing the cash with which to pay federal estate and state inheritance taxes. Harold Eckhart, Harris Trust & Savings Bank, president of the council, presided.

Mr. Anderson is famous for maintaining a very large volume with a very small number of cases each year. Several years ago he paid for more than \$1,000,000 in only 18 cases. Thus most of the cases he writes are of a size which demands comprehensive estate analysis and programming, a branch in which he is an authority.

### Keeps His Interview Simple

Mr. Anderson said he talks to big men just the same as to small ones, simply and clearly. He finds moneyed people today are more conscious of their problems and are willing to talk them over. He expounded his methods of developing a sale. He always refers to "income," not to "principal" in speaking of needs and life insurance. Doing so serves to stress the inadequacy of present income arrangements.

## Insurance Company Taxes to Be Boosted in Ontario

TORONTO—Premier Hepburn of Ontario has announced that it is the intention to pass a bill in the present session of the provincial legislature which will impose higher taxes on insurance and banking. The bill now being prepared for legislature provides for an increase from 2 to 5 percent in the tax on net income payable by incorporated companies. In addition there is a surtax of 25 percent on taxes now payable by banks and insurance companies. The new taxes will be retroactive, applying to all fiscal years which ended on or after Jan. 1, 1939.

"In taxing insurance companies on premiums collected," one insurance official said, "the cost must come back to the policyholder, whose premiums are nothing more or less than savings. It is a bad principle and Ontario governments have recognized that fact for years. That is why they have kept the tax down so that it ranks among the lowest on this continent."



# BROAD SCOPE OF EQUITABLE SERVICE



TO PROTECT THE FAMILY AND THE HOME

TO PROVIDE INCOMES FOR WIFE AND CHILDREN

TO PAY FOR EDUCATION OF BOYS AND GIRLS

TO STRENGTHEN THE BUSINESS AND CREDIT  
OF INDIVIDUALS, FIRMS AND CORPORATIONS

TO SAFEGUARD ESTATES

TO PAY INHERITANCE TAXES

TO ASSURE HOME OWNERSHIP

TO EXTEND GROUP INSURANCE BENEFITS TO  
FAMILIES OF EMPLOYEES

TO ENABLE EMPLOYEES TO PURCHASE INSUR-  
ANCE ON A SALARY SAVINGS PLAN

TO HELP MEN AND WOMEN BECOME FINAN-  
CIALLY INDEPENDENT

TO START CHILDREN IN THE PATH OF THRIFT

THERE ARE EQUITABLE POLICIES FOR ALL THESE NEEDS AND EQUITABLE REPRESENTATIVES  
ARE BY TRAINING EQUIPPED TO EXPLAIN AND ADAPT THEM APPROPRIATELY

## THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

393 SEVENTH AVENUE, NEW YORK, N. Y.

THOMAS I. PARKINSON, PRESIDENT

# MUTUAL TRUST

LIFE INSURANCE COMPANY



"AS FAITHFUL AS OLD FAITHFUL"

## 35th ANNUAL STATEMENT

December 31, 1939

### ASSETS

Cash in office and in banks .....	\$ 916,200.90
<b>Bonds:</b>	
U. S. Government .....	8,601,017.21
State, County and Municipal .....	5,995,928.40
Public Utility .....	6,035,286.19
Railroad .....	1,455,060.50
Industrial .....	1,404,921.20
<b>First Mortgage Loans:</b>	
City .....	7,946,847.93
Farm .....	1,094,352.43
<b>Other Assets:</b>	
Policy Loans and Premium Notes .....	6,482,449.30
Real Estate .....	4,389,437.80
Real Estate Sold on Contract .....	793,410.51
Due and Deferred Premiums (Net) .....	902,229.61
Interest Due and Accrued .....	405,103.49
Miscellaneous .....	41,186.92
<b>TOTAL .....</b>	<b>\$46,463,432.39</b>

### LIABILITIES

Legal Reserves to protect policy contracts .....	\$38,238,517.00
Proceeds left under optional settlements .....	1,359,911.00
Policyholders dividends on deposit .....	2,080,347.00
Premiums and interest paid in advance .....	329,336.54
Death Claims due and unpaid .....	NONE
Claims reported but proofs of loss not received .....	145,996.39
Miscellaneous Liabilities .....	49,234.85
Reserve for taxes and expenses payable in 1940 .....	191,338.00
Reserve for dividends to December 31, 1940 .....	787,034.00
Other surplus reserves .....	3,281,717.61
<b>TOTAL .....</b>	<b>\$46,463,432.39</b>

INSURANCE IN FORCE \$174,541,956.00

## Tell Policyholders About Voting Rights

### Pink Promulgates New Requirements for New York Mutual Companies

NEW YORK—Domestic mutual life companies will be required, beginning Sept. 1, to print on premium receipts "an appropriate statement in type not smaller than eight-point single leaded indicating the right of the policyholder . . . to vote either in person, by mail or by proxy at the annual election of officers . . . and stating the time and place of the next annual meeting . . . and further indicating that pursuant to . . . the insurance law, groups of policyholders . . . have the right to nominate one or more independent tickets not less than five months prior to the date of such election."

Also within 30 days after filing the administration ticket with the superintendent, companies shall publish the candidates' names, a brief identification of each, and a statement that they have been nominated by the board of directors.

#### To Be Published in Three Papers

This information is to be published in two dailies printed in the state which have been approved by the superintendent for that purpose and one additional paper, also subject to approval, published in one of the state's large cities, the residents of which hold a substantial amount of the company's outstanding policies. In all uncontested elections ballots must be preserved for at least two years.

Superintendent Pink made substantially similar suggestions informally to the companies last year and some are already complying with them. Along with the new regulation he promulgated a number of others called for in the new code, most of them involving little change from previous regulations or accepted practices.

### Rutherford Named N.A.L.U. Trustee; Succeeds Madden

J. E. Rutherford, general agent Penn Mutual, Des Moines, has been elected a trustee of the National Association of Life Underwriters to fill the vacancy caused by the recent resignation of Karl E. Madden, general agent Penn Mutual, Davenport, Ia., who left the life insurance business to become assistant to the president of the Iowa Fibre Box Company.

Mr. Rutherford also succeeds Mr. Madden as chairman of the "On to Philadelphia" committee.

#### Michigan Ruling on Investments

LANSING, MICH.—Michigan's attorney-general has rendered an opinion that insurance companies domiciled in the state probably may not invest legally in the shares of building and loan associations organized under the federal law. A preliminary ruling held that such investments would be legal if the associations qualified under provisions of the Michigan investment law. Submission of a specific case, however, indicated that such associations cannot qualify as the law provides that shares must be secured either by specific mortgage or adequate collateral. The federal associations, it was pointed out, have their shares guaranteed by the Federal Savings & Loan Insurance Corporation without specific mortgage and without collateral backing as defined by the Michigan law.

Carl E. Burgess was the honored guest at a testimonial dinner marking his 25th anniversary in the Fort Wayne, Ind., office of the Northwestern Mutual Life. H. L. Cramer, South Bend general agent, was host.

## Former Equitable of Iowa Agency Executive Dies



S. A. SWISHER, JR.

Stephen A. Swisher, Jr., 46, forced by ill health to retire as agency vice-president of the Equitable Life of Iowa last May, died in Des Moines from a heart impairment from which he had suffered for a number of years.

Mr. Swisher's failing health cut short a brilliant life insurance career. Immediately following graduation from the University of Iowa, he started as an agent of the Travelers and was enrolled in its agency training school. Following war service, he went with the Equitable Life of Iowa in 1919. His first assignment was editing the "Equiowa," company field magazine. Demonstrating an aptitude for advertising and sales promotion work, he was placed in charge of the service section and elected assistant secretary in 1921. Until 1929 he originated or guided the development of the basic sales promotion program of the company, winning widespread recognition in life insurance circles.

#### Earned Rapid Advancement

In 1929 the Equitable elected him to the newly created office of agency secretary, in which post he increased his sphere of influence in all agency department activities. He was elected assistant superintendent of agencies in 1932, superintendent of agencies in 1936, and agency vice-president in 1938.

Long an active member of the Insurance Advertising Conference, he was one of the organizers and a charter member of the Life Advertisers Association, which he later served as president. In recognition of his services, the L. A. A. last year presented him an illuminated certificate of life membership. In 1938 he was elected a director of the Sales Research Bureau.

### Bissell Heads Committee for Commissioners' Meeting

Richard M. Bissell, president of Hartford Fire and chairman of Hartford Accident, has been named as honorary chairman of the committee of Hartford insurance people that will serve as hosts to the June convention of the National Association of Insurance Commissioners.

The working committee consists of R. D. Morse, Hartford Fire; R. E. Hall, Aetna Life; Allan Bromsmith, Travelers; John A. North, Phoenix of Hartford; C. L. Miller, National Fire; C. L. Allen, Aetna Fire; George F. B. Smith, Connecticut Mutual Life; G. E. Risley, Connecticut General; B. L. Holland, Phoenix Mutual Life; M. L. Baxter, Hartford Steam Boiler; S. D. Henry, Security of New Haven; G. E. Jones, Northeastern; C. W. Chapple, London & Lancashire; C. J. Bauerle, Caledonian; and K. M. Vreeland, Scottish Union.



## Pink Names Aids on Examinations

Superintendent Pink of New York has appointed two advisory committees of insurance people to collaborate with the department in preparing and giving examinations for agents, brokers and adjusters. One committee will work in connection with life and accident and health examinations and the other will give attention to the brokers, adjusters and agents in the fire, casualty and surety field.

The examination requirements of the new New York code put a burden on the Albany staff of the department and Mr. Pink desired to have outside help and advice.

The life committee consists of:

Bruce E. Shepherd, Association of Life Insurance Presidents; Cecil J. North, Metropolitan Life; Albert G. Borden, Equitable Society; L. Seton Lindsay, New York Life; Sidney Wertimer, Prudential; J. Stinson Scott, Provident Mutual; Arthur Lewis, Mutual Benefit; Elmer Beesley, State Mutual; Frank Wenner, Connecticut Mutual; Edward Gettings, Northwestern Mutual; Spencer McCarty, president New York State Association of Life Underwriters; Ralph G. Engelsman, director Life Underwriters' Association of the City of New York; Harry M. Clark, Connecticut General; Arthur D. Dozois, Massachusetts Indemnity; Edward F. Dwyer, Travelers Indemnity; A. J. Voorhees, Aetna Casualty.

Relatively few candidates for agents' licenses took the first examinations given in New York State, there being only 117 in the entire state, 91 of whom were from New York City. Influencing the number was the fact that many were rushed in under the wire before the Dec. 31 deadline and that there was a good deal of doubt as to what the examination would consist of, making preparation more difficult. The consensus was that it was rather difficult but entirely fair.

## Organizations Name Cal. Group Committee Members

SAN FRANCISCO—Organizations interested in the promulgation of standard provisions for group accident and health insurance have submitted the names of their representatives on the committee to be appointed by Commissioner Caminetti to draft such provisions for use in California.

The Group Association, accident and health section, has named Arnold Brown, Metropolitan Life, San Francisco; Bureau of Personal Accident & Health Underwriters, George W. Kemper, Fireman's Fund Indemnity, San Francisco; Health & Accident Underwriters Conference, Marcus Gunn, California-Western States Life Insurance Company of Sacramento.

Harold Haas, deputy insurance commissioner, will serve as chairman of the committee, to which Commissioner Caminetti will appoint three more members "at large."

## Legislative Proposals Are Advanced in Maryland

Commissioner Gontrum of Maryland has submitted a number of suggestions for study to the Maryland legislative council that was created to study the requirements of the various state departments with a view to facilitating legislation. Mr. Gontrum emphasizes that he is not making recommendations, but is merely passing along proposals that have been advanced from time to time for the committee to ponder. Most of the suggestions pertain exclusively to the fire and casualty business.

There is a suggestion that an agency qualification law be enacted.

There is the suggestion that so-called advisers or counsellors be licensed by the department. There is the suggestion that a uniform liquidation statute be enacted.

An agency qualification law was passed at the last session of the legis-

lature but it was vetoed on constitutional grounds. The suggestion is made that the council study that measure and also the model agency qualification law prepared by the National Association of Insurance Agents.

Mr. Gontrum suggests the law be changed to give the commissioner discretionary power to refuse to license some classes of companies on the grounds of public policy, even though

they may meet the minimum capital and surplus requirements.

Mr. Gontrum suggests that he be given authority to impose fines upon companies and their agents for offenses that are not great enough to justify suspension or revocation of licenses.

Mr. Gontrum suggests that the law be repealed that permits the conversion of a mutual life company into a stock company. In such conversions, he contends,

frequently the stock of the new company is created in whole or in part from the surplus earnings or profits of the company which properly belong to the policyholders.

Gale F. Johnston, southwestern division manager group department Metropolitan Life, has been reelected president of the St. Louis council of the Boy Scouts.



## Presenting 34th ANNUAL STATEMENT

The energetic momentum of the Midland Mutual's field workers has carried the amount of insurance in force to a new all-time peak.

The Company, without one penny of expense to the agent, has hitched power to this upward movement. Plans for the present year will enable every Midland Mutual agent to earn "A Better Income Through Better Service in 1940."

Your careful study of the statement is solicited—from it check the Company's size, financial standing, policy contracts and treatment of its agents, one-third of whom have been with the Company for over fifteen years. It is the kind of Company that aggressive, ambitious men want to represent. The Midland Mutual is large enough to serve the need of every client, small enough to know the agent personally and be interested in his success.

### GAINS IN 1939

A gain of 3.06% Life Insurance in Force...\$117,556,709 (An all time high)	
A gain of 6.73% Admitted Assets .....\$ 31,461,857 (An all time high)	
A gain of 6.74% New Life Insurance Paid-for .....\$ 11,025,835 (An all time high)	
A gain of .85% Policyholders' Surplus .....\$ 2,570,340 (An all time high)	

## FINANCIAL STATEMENT

December 31, 1939

### ADMITTED ASSETS

Cash in Office and Banks.....\$	643,024.44
U. S. Government Bonds—	
Direct and Fully Guaranteed.....	8,983,089.38
Governmental Agencies .....	1,576,026.07
State, County and Municipal Bonds....	2,325,822.28
Mortgage Loans .....	10,349,110.64
Policy Loans and Notes, Secured by Policy Reserves .....	4,103,671.47
Real Estate, including \$511,821.05 Sold on Contract .....	2,703,943.27
Due and Accrued Interest and Rents...	205,469.92
Net Deferred and Unreported Premiums	571,699.80
<b>TOTAL ADMITTED ASSETS.....</b>	<b>\$31,461,857.27</b>

### LIABILITIES AND SURPLUS

Policy Reserves .....	\$25,118,255.00
Policyholders' Funds Left with Company	2,823,083.86
Death Claims Due and Unpaid.....	None
Policy Claims Not Reported, or Proofs Incomplete .....	49,558.00
Set Aside for Policyholders' Dividends	644,996.62
Reserve for Taxes.....	90,000.00
All Other Liabilities.....	165,623.27
<b>Capital and Surplus Funds:</b>	
Capital Stock .....	\$ 300,000.00
Surplus and Contingency Funds .....	2,270,340.52
<b>TOTAL LIABILITIES AND SURPLUS .....</b>	<b>\$31,461,857.27</b>

Insurance in Force \$117,556,709.00—An All-Time High

# THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

Columbus, Ohio

## How Are Those Resolutions Holding Up?

Of course you solemnly resolved to see more people in 1940 . . . to do more prospecting . . . to do a better job of selling.

### Are You?

Here's hoping that you are, because there are a lot of people within your reach who are entitled to the benefit of your experience and your training, your wise counsel . . . and without your help they might put it off too long!

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board

C. R. CLEMENTS, President

HOME OFFICE  
NASHVILLE

NATIONAL BLDG.

TENNESSEE

## Gantz Agency Has Striking Record

CINCINNATI—One of the outstanding general agency management jobs in the country was done last year by the Joseph M. Gantz agency of Pacific Mutual, Cincinnati. The Gantz agency had a \$56,000 increase in premiums, a \$500,000 net increase in insurance in force, and placed 126 percent of the new business in life insurance and annuities it placed in 1938. It was the



JOSEPH M. GANTZ

leading agency for the company, producing more new business than any other agency. The agency is managed by three brothers, Joseph M., David M., and Harry S. Gantz. In the 21 years in which the agency has been in Joseph's, the elder brother's hands, it has shown a consistent growth.

The record of the agency is outstanding particularly because it was made in two cities, Cincinnati and Columbus, where it maintains major offices, which are noted for their conservatism and which have strong local companies, as well as old established agencies.

Success of the agency is due to the high standard of its agents, who are carefully trained over a period of years. The agency contributed 15 members to the Pacific Mutual's Big Tree club, production honor organization, and the top three leading agents for the entire country as well, C. P. Hochstadter, K. E. Denman, and Hilda J. Meade. Mrs. Meade, who ranked third, produced \$650,000 in her second year in the business, and Mr. Hochstadter wrote more than \$1,000,000.

### Analogy of Farmer

The philosophy of the Gantz agency may be expressed in the statement that the sale is not regarded as an objective in itself, but is merely the culmination of the prospecting and cultivating jobs, of which it is the logical result. Before a farmer picks corn from the stalks, he must prepare the ground, plowing it and harrowing it, planting the seed, and cultivating the soil. The same process may be said to apply to a sale, the Gantz brothers believe, and prove the practicability of their theory.

Starting in 1923, Mr. Hochstadter has been among the company's first 10 producers 7 times and among the first 5 producers 5 times. Mr. Hochstadter is one of the most systematic men in the business and has kept daily reports from the time he first started with the Gantz agency, a record of every call, contact, interview and sale for 16 years. He is an expert on trust work, estate analysis, and time control.

Mr. Denman has qualified for the company's production club for \$500,000 men ever since it was organized in 1935. He placed among the 10 leading producers for the past 12 consecutive years and in two of the years was leader.

During 1939 he placed more than 180 Pacific Mutual policies.

Mrs. Meade has attained the honor of membership in the Big Tree club for the first time a woman has accomplished the feat. Starting in the business from scratch two years ago, knowing scarcely anyone in Cincinnati, Mrs. Meade wrote \$375,000 in her first year and \$650,000 in her second year in business. Mrs. Meade is the mother of two sons 9 and 7 years old.

## Sees Need to Look Behind Figures to Ascertain Quality

In his address at the annual general meeting of Great-West Life, President G. W. Allan emphasized the high degree of conservatism that enters into the construction of the balance sheet. The figures themselves, he said, do not sufficiently show that quality. What the figures do show is a diversified and well balanced investment portfolio, a large proportion of assets in readily available form, full provision for liabilities and large amount set aside for future profits to policyholders and surplus and contingency funds amounting to more than \$5,500,000. It is necessary, however, to look behind the figures in order to appreciate the quality of the individual assets, the moderate valuations assigned to them for balance sheet purposes and the strong basis for valuation of policy reserves and other liabilities.

### Division of Assets

Of the assets, 54.5 percent are in bonds and debentures, 14.6 percent city mortgages and properties, 14.6 percent policy loans; 12 percent farm mortgages and properties, 1.6 percent stocks, common and preferred, and 2.7 cash and miscellaneous.

The report of the year's operations was given by General Managers H. W. Manning and F. D. MacCharles. They said that there are compensating factors in the war situation directly connected with the business of life insurance. When general business is stimulated, life insurance shares in the activity. The thoughts of many persons in war time turn particularly to the protection of their families and dependents. Adequate life insurance holdings will be their primary concern. This should contribute to stimulate sales and aid in conservation of business.

## Positive Attitude Needed Today, G. S. Nollen Declares

DES MOINES—Carping critics of American enterprise and misguided zealots who have turned the spotlight on human imperfections to the exclusion of human virtues are roundly condemned by President Gerard S. Nollen of the Bankers Life of Iowa in his annual message to policyholders. "We have been living in an atmosphere of negative psychology, which has emphasized everything appearing to be wrong and has brushed aside any consideration of the real, dynamic, constructive spirit of America," he declared. "One of America's greatest needs today is a reversal of emphasis from the negative side to the positive side."

Last year the Bankers Life marketed a third of all its farms owned and the sale price exceeded the amounts for which the properties were carried on the books. Similar results were obtained on the sale of other assets which were disposed of during the year, Mr. Nollen reported.

Mortality experience continued to be favorable. The gross interest return on assets exceeded 4 percent, a small fraction below last year's return.

### Savings Bank Bill in R. I.

PROVIDENCE, R. I.—A bill has been introduced in the Rhode Island legislature for establishment of a savings bank life insurance system. The legislature has persistently rejected such bills in the past.



## Top Officers in Great-West Club



LOUIS WHITE



BARNEY DUFF

For the second successive year Louis White, member of the Toronto 1 branch of Great-West Life, achieved the presidency of the Honor Production Club. He was closely followed by Barney Duff of Saginaw, Mich., who assumes the title of first vice-president. This is Mr. White's 23rd successive year of member-

ship and the fourth occasion on which he has achieved the presidency.

Regional vice-presidents of the club are: W. J. Adams, Stettler, Ala.; A. H. Thorndycraft, Winnipeg; D. C. Scott, London, Ont.; C. A. Jacques, Sherbrooke, P. Q.; R. F. Colpitts, Moncton, N. B.; C. C. Lindsey, Carbondale, Ill.

### J. S. Drewry Agency Wins the President's Award

J. S. Drewry & Co., general agent of the Mutual Benefit Life for Cincinnati and western Ohio, has been awarded the "President's Trophy," the highest agency honor, for "best all around agency performance" during 1939. The award was made personally by John R. Hardin, president at an agency meeting in Cincinnati called especially for the occasion. The meeting was attended also by H. G. Kenagy, agency executive, who summarized the accomplishments of the agency, Dr. W. A. Reiter, medical director, and several members of the agency department.

On the same day, the Drewry agency gave a dinner in honor of one of its members, S. W. Sturm, who in 1939 won the distinction of leading the entire Mutual Benefit agency organization for the tenth year. President Hardin presented a gold watch and chain.

Mr. Sturm has been a member of the Cincinnati agency since 1912 and has a 28-year average annual production of more than \$1,300,000. He has contributed mightily to the technique of life underwriting and numbers among his clients many nationally known business, industrial and professional leaders.

The Drewry agency has long been noted for the quality of its personnel. It is probable that its record of production-per-man hasn't been equalled and it is certain that it has more million dollar producers than any other Mutual Benefit agency. Five of the first nine men on the company's 1939 honor roll were members of the agency and six Cincinnati men qualified for membership in the National Associates, top honor group of Mutual Benefit fieldmen.

J. S. Drewry has achieved a national reputation as an agency leader and is a well-known advocate of the "life insurance as good property" idea.

#### COMPETITORS TO HONOR STURM

CINCINNATI—An unusual event will take place Feb. 19 when S. W. Sturm, leading agent of Mutual Benefit, will be given a testimonial dinner here as a tribute to his services for the life insurance business by about 30 of his leading competitors. Mr. Sturm, who is 73 years old, paid for well over \$1,000,000 last year and for \$52,000,000 in the 28 years he has been in the business. Jack Lauer, independent, is in charge of arrangements.

### Philadelphians Are Busy Preparing for Sept. Rally

Local plans for the Philadelphia convention of the National Association of Life Underwriters have already been launched by the special convention executive committee of the Philadelphia association. Clifford H. Orr, general agent National Life of Vermont, is chairman of publicity and arrangements. The convention will be held the week of Sept. 23-27, with the Hotel Bellevue-Stratford as headquarters.

The executive group is headed by Millard R. Orr, general agent Massachusetts Mutual, and includes the following: Philip F. Murray, Penn Mutual; R. U. Hergesheimer, general agent Northwestern Mutual; Joseph H. Reese, manager Penn Mutual; Homer C. Cross, manager Prudential; Louis F. Paret, general agent Provident Mutual; Henry H. McBratney, agency supervisor Provident Mutual and Philadelphia association president; Charles F. Merz, association executive secretary, and Clifford H. Orr.

Handling the national end of the Philadelphia convention are the convention program committee, headed by Paul C. Sanborn, Connecticut Mutual, Boston; the committee on national council meetings, under Isadore Samuels, New England Mutual, Denver, and the "On to Philadelphia" committee.

#### Would Bar Doctor's Testimony

JACKSON, MISS.—A bill introduced in the Mississippi senate and referred to the judiciary committee, would prohibit life companies from incorporating in their contracts a waiver of the privileged communication statute, and providing that no testimony of physician or surgeon shall be given in support of any such contract, unless agreed upon in open court. The bill is being opposed by the Jackson Life Underwriters Association.

#### Canada '39 Ordinary Sales Up 3%

TORONTO—Ordinary life sales in Canada in 1939 totalled \$397,893,000, as compared with \$385,855,000 in 1938, according to monthly figures issued by the Canadian Life Insurance Officers Association, a gain of about 3 percent. Figures for other classes are still to be announced. Superintendent Finlayson recently estimated there would be a decline of about 30 percent in industrial insurance.

## QUIZ AD No. 9

**QUERY:** What life insurance company has recently re-introduced the \$10-a-month disability income benefit?

**COMMENT:** "When we used to write the \$10 disability clause...", many an agent has said this regretfully. Continental Assurance... recognizing the economic need for disability coverage and the potent sales appeal of the \$10 clause, has recently added this tool to the agent's kit.

*Continental*  
**ASSURANCE COMPANY**  
CHICAGO, ILLINOIS

*Affiliated with*

**CONTINENTAL CASUALTY COMPANY**  
**TRANSPORTATION INSURANCE COMPANY**

## Wants State Laws to Policy Proceeds Be in Conformity Held Not Exempt

ATLANTA, GA.—The desirability of having state unemployment compensation laws amended so as to conform with the federal act in those states in which insurance agents are not already exempt is being brought before the attention of members of the Industrial Insurers' Conference by Executive Secretary Raymund Daniel of the Atlanta central office. In a bulletin to members, in which is stated the status of amendments in certain state legislatures, Mr. Daniel says: "Companies are advised that where agents are exempt, it does not matter what is the language of the state act, but where agents are not exempt, it is pointed out that it will be more desirable for the legislature to adopt the federal language. It is also advised that co-operation of the Unemployment Compensation Commission is desired."

### Surplus Certificate Plan Illegal

AUSTIN, TEX.—A plan of the Century Life of Fort Worth to issue surplus certificate bonds has been held to be unauthorized under Texas statutes by the attorney-general.

Under the plan, the company sought to sell certificates of surplus, bearing 5 percent interest, which would be retired in the order issued out of surplus of the company in excess of \$250,000 and from proceeds of certain endowment coupons contained in policies issued by the company. It was agreed by stockholders that no dividends would be declared until the principal of the certificate and interest had been paid.

### Veterans Administration Plan

H. L. McCoy, director of insurance of the Veterans Administration at Washington, D. C., states that it has no paid agents for soliciting insurance. Applications by those now entering the service are submitted through the War or Navy Department or U. S. Coast Guard.

### Union Central's Memphis Meeting

H. P. Winter, assistant superintendent of agencies, and Ted Fowler of Philadelphia were principal speakers at the annual meeting of the Memphis agency of the Union Central Life. M. E. Brooks, manager of the Memphis office, presided.

CINCINNATI—Recent decision of the court of appeals of Hamilton county (Cincinnati), which reversed a decision of the common pleas court, held that exemption of proceeds of life insurance from claims of creditors under the general code of Ohio does not apply in a case where a husband and wife, the latter the beneficiary of the insurance, become divorced. The court ordered the Guardian Life to pay the cash surrender value of a policy on the life of Joseph Weiland to his former wife, Goldie Hoffman, upon her garnishment. She recovered a \$1,000 judgment on a promissory note against Weiland, and filed an affidavit to garnish the cash surrender value of the policy which had been taken out for her benefit while she was Weiland's wife. The trial court had held that the cash surrender value was exempt from subjection to Weiland's debts, but the appellate court held while the policy was exempt at the time it was taken out, the reason for exemption ceased when the parties were divorced.

### Castle Inaugurates New Plan for January

John G. Castle of the Buffalo agency of the State Mutual Life decided that he wanted to make a big start in 1940 in January so he evolved a new scheme. He is one of the leaders in production of the company and a few years ago had a national ranking as a tennis player.

He called together 20 of his good policyholders at a luncheon and told them that he was going to organize "Castle's Cooperative Committee." The sole responsibility for each member was to get new prospects for him to sell in January. The minimum performance that he asked was that they get for him one new application during the month. The idea was received enthusiastically with the exception of two, who expressed their willingness to try but on account of lack of time they didn't think they could co-operate. These 18 men received a bulletin every three or four days from Mr. Castle and they cooperated 100 percent.

The result was that he had one of his outstanding months since he has been in the life insurance business.

Get a new Social Security Slide Rule. \$1 from National Underwriter.

## Prudential Advertising Man Managed Borah's 1928 Tour

NEWARK, N. J.—Frank J. Price, Jr., associate advertising manager Prudential, who was manager of the late Senator Borah's speaking tour during the 1928 presidential campaign, is the author of a feature article in the Newark "Evening News" this week in which he gives a close-up of Borah. Mr. Price also reveals an amusing incident in which he himself figured.

Discussing Borah's adroitness in handling hecklers, Mr. Price relates: "We had just left Utica and were sitting in the lounge of his private car discussing the campaign in its various phases.

"What I find it difficult to understand," Senator Borah smiled, 'is why there were no hecklers in the audience tonight. We have had them at every meeting since Nashville.'

### Resolves to Tell the Truth

"Since honest confession is good for the soul, I resolved to tell him the truth. He had told me at Nashville that he was at his best when harried by listeners. I was his tour manager and, of course, wished to have him at his best at all times. Therefore, I had seen to it that each of his meetings had its quota of hecklers. So I said:

"I didn't have a chance to get any for Utica. We got here too late."

"The senator frowned and I shuddered as I waited his verdict. For a moment it looked like the end of a short but firm friendship. Then he smiled.

"You mean that you deliberately put those men in the audience?" he queried. "I made a clean breast of the whole affair.

"The statesman rose from his chair and walked around me and put his hand on my shoulder.

"My boy," he said, 'I would not have countenanced such a thing, of course, but I know you were trying to be helpful and I appreciate your effort.'

"Then he added, as an afterthought: "You ought to be in politics."

"The writer has his own ideas about such things."

### E. A. Roberts To Talk

ST. PAUL.—E. A. Roberts, vice-president Minnesota Mutual Life will speak at the Feb. 13 meeting of the Twin Cities Home Office Life Club on "Our Part in the Insurance Industry."

## Dunn Addresses Florida Agents

In order that a worker may be able to retire with any degree of comfort, it is estimated by social security officials that he should have a monthly income not less than 40 percent of his average monthly wages, Frank K. Dunn, informational service representative Social Security Board, Washington, told the sales congress of the Florida Association of Life Underwriters at Miami. The difference between what he will receive under the social security act and what he needs for this minimum protection is a fertile field for the life agent, Mr. Dunn said.

"Social security provides a basic minimum, upon which we hope most individuals will be able to build a more adequate security through additional personal effort. For this reason, in my opinion, social insurance will not compete with life insurance, but the two should supplement each other. Therefore, we seek your cooperation and advice in administering the social security act and pledge our wholehearted cooperation in making available to you the services of the Social Security Board."

### Two Billions in Benefits

"It is estimated that over \$2,000,000,000 will be paid in insurance payments within the next five years," Mr. Dunn said. He noted that all the life companies on this continent combined are paying monthly checks to 312,000 beneficiaries, but it is estimated this year 912,000 people, or nearly three times as many, will receive checks under the old age and survivor insurance program. This will include some 485,000 workers over 65 years of age; about 125,000 wives and 20,000 widows over 65; 78,000 younger widows with dependent children; 194,000 dependent children, and perhaps 10,000 dependent parents. In 1940, he said, there will be paid out \$114,000,000; in 1941, \$298,000,000; 1945, \$776,000,000; 1955, \$1,800,000,000.

The Social Security Board estimates as the result of a recent sample study that monthly insurance payments received by a single person will range from \$10 to \$41.20, and that insurance payments for a widow, regardless of age, and one dependent child entitled to benefits will range from \$15 to \$62.40 monthly. Actuaries of the board estimate monthly payments to retired wage earners in 1940 will average about \$25, and about \$38 for the combined insurance payments of a retired wage earner and aged wife.

## Three Texas Congresses Draw Attendance of 1,200

The Texas sales congresses at Houston, San Antonio and Dallas brought out a total attendance of more than 1,200.

The San Antonio chairmen were C. W. Ogden, Corpus Christi, district manager Connecticut Mutual Life and C. B. Lange, Travelers, president Austin association. In Dallas, they were R. L. Thomas who retired that day as president of the Dallas association to become vice-president of the Dallas National Bank, and John A. Monroe, Jr., Great National Life, and vice-president of the Dallas association, who succeeded Mr. Thomas as president.

Company luncheons were held in each of the three cities on the days of the sales congress.

At San Antonio, the speakers and other out-of-town guests were honored with a cocktail party. National President Zimmerman, R. M. White, president of the Texas association, and others were guests at a dinner in the home of O. P. Schnabel, Jefferson Standard Life manager.

A dinner for the speakers also was given by the Dallas association. S. J. Hay, president Great National Life of Dallas, was toastmaster, and recognition was given to out of city guests.



W. J. F. ROLL



FRED G. SCHNIEDERS



SANFORD B. GOULD

Mutual Trust Life announces that W. J. F. Roll of Roll & Schnieders, general agents at Cincinnati, for eight years, will assume sole charge of the Cincinnati office as general agent. His

partner, Fred G. Schnieders, is being transferred to Milwaukee as general agent. The Milwaukee office will be moved on March 1 to 152 West Wisconsin avenue. Mr. Gould, who has been

Milwaukee manager for several years, has been appointed general agent for three counties in Wisconsin with headquarters at Watertown. All three are highly qualified men.



## C. L. U.

### Toronto Chapter Elects

F. Graham Taylor, Mutual Life of Canada, has been elected chairman of the Toronto C.L.U. chapter. M. W. Sparling, North American Life, is vice-chairman; W. M. Barber, Travelers, treasurer; and A. C. McIntyre, Northern Life, secretary. Executive committee members are P. R. Snider, Excelsior Life, and G. A. L. Gibson, Sun Life of Canada.

Superintendent McNairn, Ontario, reviewed the department's activities to improve the business; how the department is endeavoring to weed out the undesirables, and how to improve the ethics of the business and ideas on the selection of men.

### Over 1,000 Taking Courses

Over 1,000 Metropolitan men have enrolled for Chartered Life Underwriter courses. This includes 839 field men of whom 48 are managers, 187 assistant managers and 494 agents, who intend to take the examinations in June. The home office is represented by 128 candidates. A number of others are taking the course for educational advantages only.

### Study Course in Columbus

Under the sponsorship of the Columbus, O., C. L. U. chapter a study group is being conducted at the Ohio State University on the economics and principles of life insurance. I. C. Benis is chairman of the educational committee.

### Discuss Analysis of Estates

The subject of audits, estate analysis and planned programs was discussed by the Houston chapter at a breakfast meeting. Roy Cox, chairman presided, and L. D. Stark led the discussion, saying the value of a man's life insurance to his family can be increased as much as 50 percent without purchase of additional insurance through proper planning and analysis. Hendrix Davis, W. G. Baker, H. G. Hewitt and E. A. Gross participated in the forum. The next meeting will be at a breakfast Feb. 21, the speaker to be Sam Hay, Great Southern Life, on "Human Interest of Life Insurance Selling."

### New Chattanooga Course

CHATTANOOGA, TENN.—A new C. L. U. course in "Life Insurance Fundamentals," conducted by Leland T. Waggoner, manager Mutual Life of New York, has been added for the second semester of the University of Chattanooga.

W. L. Westcott, editor of the "Key" of the Los Angeles C.L.U. chapter, spoke at a meeting of doctors and other professional men in Beverly Hills, Cal., on "The Life Insurance Underwriter as a Business Man."

### Maryland Department Moves

The Maryland insurance department has moved into new quarters in the Union Trust building, Baltimore, occupying practically the entire ninth floor. It was formerly located in the Lexington building.

### Talks on Stimulating Older Men

"Stimulating the Older Agent" was discussed before the Life Agency Supervisors Club of Chicago by James F. Oates of Hobart & Oates, Northwestern Mutual Life general agent, Chicago.

### O'Mahoney Speaks Feb. 26

Chairman O'Mahoney of the TNEC will be the speaker at the anniversary luncheon of the Insurance Society of New York Feb. 26. He will talk on "Business, Government and the Modern World."

### Franklin Life to Modernize Its Home Office Building

Contracts were let this week for the complete modernization and redecorating of the Franklin Life home office in Springfield, Ill. President C. E. Becker announced the cost will be approximately \$25,000. Each of the five floors will be entirely refinished and many offices will be equipped with new furnishings and draperies. Several suites also will be modernized. Indirect lighting will be installed in the agents assembly hall. Work will be finished in about 60 days. It is the intention to make the building one of the most modern and attractive home offices in the country.

January business showed marked improvement over January, 1939. New production was \$2,111,036 and mortality was 23 percent lower than the corresponding month of 1939.

### Retirement Plan Announced at Republic National Meet

DALLAS—A retirement plan which will provide benefits for salesmen who remain with the company until retirement age was explained by M. A. Anderson, director of agencies, at a two-day meeting of general agents of the Republic National Life.

Under the new plan, agents will be allowed to save 2 percent of their commissions, to be matched by a like amount by the company, and the total will be accumulated at 3 percent interest compounded annually. The company will also pay interest of 3 percent compounded annually on any additional portions of agents' commissions which they may desire to save above the 2 percent, Mr. Anderson explained.

General agents from seven states attended the convention, at which Mr. Anderson presided. Other speakers included T. P. Beasley, president, and T. M. Mott, secretary-treasurer. Discussions of the retirement plan, 1940 production plans and new sales aids took place in the business sessions. The Institute of Life Insurance motion picture, "Yours Truly, Ed Graham," was shown.

### Perry Addresses Actuaries

CINCINNATI—The Cincinnati Actuarial Club held its last formal meeting of the season, the next meeting being a social one. Joseph Perry, actuarial department Western & Southern Life, discussed industrial insurance and the TNEC investigation. Comments on the talk were made by R. J. Learson, Western & Southern actuary.

### Colmery Heads Kansas Group

TOPEKA, KAN.—Harry W. Colmery, president Pioneer National Life of Topeka was elected president of the Kansas Life Insurance Companies' executive committee, at the annual meeting here. Other officers are James A. Allen, vice president, and W. M. Hobbs, secretary-treasurer. Mr. Allen is president of the Victory Life and Mr. Hobbs is president of the American Home Life.

### Two Are Named at Philadelphia

E. F. Bailey has been appointed general agent at Philadelphia by Equitable Society to operate in the metropolitan district, and T. D. Miller was named agency manager there. Mr. Bailey has been connected with Equitable since 1919. Mr. Miller has been field assistant at Salisbury, Md., then district manager at Wilmington, Del. He is taking over the E. J. Murphy agency in Philadelphia, Mr. Murphy having resigned to become secretary of the Cornell Alumni Association.

Bradford H. Walker, president of the Life of Virginia, and Miss Elizabeth H. Leake, daughter of Mr. and Mrs. David H. Leake of Richmond, were married there. They are on an extended trip to Florida, Mexico and Havana.



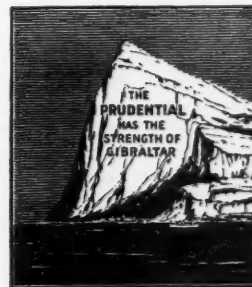
### "MIGHTIEST OF NAMES"

This was Lincoln's tribute in a eulogy on Washington, delivered at Springfield, Ill., in 1842:

"To add . . . glory to the name of Washington is impossible. Pronounce the name and in its naked, deathless splendor leave it shining on."

Men such as these two American immortals have made the nation great by serving as exemplars to those who have succeeded them.

They found their satisfaction in service to others.



**The Prudential**  
Insurance Company of America  
Home Office, NEWARK, N. J.

## EDITORIAL COMMENT

### Where Does O'Mahoney Really Stand?

SINCE insurance men first had reason to suspect that federal control might be the outcome if not the principal aim of the Temporary National Economic Committee's insurance "study" they have wished they could find out what is in the back of Chairman O'Mahoney's mind. Lately O'Mahoney has consented, in response to queries from prominent sources, to clarify more and more specifically just what his committee is—or more importantly is not—up to.

There was his letter to Vice-president George Allen of the Home Fire, denying any consideration of governmental competition. There was his Jan. 22 letter to Representative Taylor of Colorado assailing the American Life Convention's activities in behalf of continued state supervision versus federal supervision. The latest is his speech on the floor of the Senate in which he stated that "the committee has never met to consider recommendations with respect to insurance" and that no member of the committee had suggested to him that legislation be proposed providing for federal supervision or for some agency of the government going into the insurance business.

Each of these statements has come closer to an outright denial of any intention of proposing legislation for supervision of insurance. And each, while couched in more reassuring language, has raised greater suspicion by O'Mahoney's failure to state his own views on federal regulation of insurance or to say whether the TNEC has discussed informally the subject of federal control, even though "the committee has never met to consider recommendations with respect to insurance." The more emphatic O'Mahoney becomes on the collateral points—governmental competition and destruction of the agency system—the more significant becomes his persistent skirting of the main issue—federal regulation, from which the other evils would inevitably flow.

Nor can O'Mahoney's defenders say that he could not speak for the committee for he was resoundingly emphatic in telling the Senators that the TNEC had no thought of doing anything to bring the government into competition with insurance or of undermining the agency system, saying that he was "confident that no such proposal could receive an affirmative vote in the committee, if indeed it should be suggested."

Neither can anyone contend that O'Mahoney is concealing his attitude on federal supervision of insurance because

he feels it would be improper for him to state his convictions. Earlier in his remarks on the agency system he said: "As a matter of fact I have never heard any member of the committee indicate anything but the greatest sympathy for the agency system. Speaking for myself, I have no hesitation in saying that my deepest conviction is that the solution of the nation's economic troubles does not lie along the road of the expansion of government activity or competition by government with private industry. My conviction is that the best service we can render to the people of the United States is to stimulate free private enterprise. So it would be far from the chairman's thought to give support to any such proposal. And I am confident that no such proposal could receive an affirmative vote in the committee if indeed it should be suggested."

That is pretty plain talk. Why couldn't the TNEC's chairman have been equally plain in saying (1) he's for federal supervision; or (2) he's against federal supervision; or (3) he hasn't definitely made up his mind but currently holds such-and-such views?

While O'Mahoney may have modified his views since last June, what he said in the course of one of the life insurance hearings when federal control was first mentioned may be significant. Saying that neither he nor any other member of the committee had any intentions on changes in insurance regulation, he nevertheless declared:

"I am merely trying to probe the situation but here we have a national business with effects upon the whole economy, with no effective supervision in the public interest. I feel that those of you who are experts in this business could very well advise the national legislature as to what the contents should be of a national system. But that there should be a national system becomes increasingly apparent to me as we proceed with this study."

"My personal desire would not be to create any new burdens to be placed upon insurance or upon any other business. My purpose would be rather to remove burdens which now exist and to provide a better system of protection for the policyholders and a greater certainty that the trusteeship which unquestionably lies upon the shoulders of the executives in every line of big business would be more adequately enforced."

Asked later by THE NATIONAL UNDERWRITER to amplify these remarks, O'Mahoney authorized a statement which included the following:

"It seems to me perfectly clear that the public is not adequately protected when standards are fixed solely by insurance executives. The ideal system, as I see it, would be to have these necessary standards shaped and established on behalf of the policyholders, the companies and the public. It is obvious from the testimony that that is not being done now. State authority is not equipped to do it because the business is national and there is no federal authority. It is clear that there must be national standards."

In view of his failure to clarify further his attitude toward federal supervision, can O'Mahoney fairly duck all responsibility for the assumption among insurance men that he is doing and will do what he can to bring about federal control?

One thing that should be kept in mind is that though O'Mahoney, on the record, seems to be strongly biased in favor of federal control, his recent efforts to allay the uneasiness of insurance men and the public without committing himself against federal control indicate that he is extremely uncertain how much of a following he could muster to get federal regulation enacted. It seems fairly clear that O'Mahoney, though undoubtedly wedded to federal control, feels he would jeopardize his cause by coming out in the open with it just now. On the other hand, he would lay himself open to an accusation of bad faith if he made a flat denial of federal control aims and then later turned out to have been working for it all the time. So, like Tar Baby, Senator O'Mahoney ain't say'n nothin'.

### Boost from an Unexpected Source

ENTRY of Sidney E. Wolff, arch-apostle of savings bank life insurance and head of the New York Savings Bank Life Insurance League, into the business of insurance counselling seems strangely inconsistent with the theory that the way to sell life insurance is across the counter and that the advisory service of the agent is just a frivolous extravagance. Barring the assumption that Mr. Wolff merely sees a chance to make a little money out of messing around with people's life insurance, the only presumption can be that he honestly feels the buyer of life insurance needs expert advice on his insurance problems. It is hard to imagine a more effective job of torpedoing the naive notion that life insurance doesn't need the agent's services.

Perhaps Mr. Wolff would attempt to justify his curious conduct with the contention that most of the cases on which he advises are considerably larger than the \$3,000 per life limit of savings bank life insurance in New York. But it should be remembered that it was only after the bitterest struggle that the advocates of bank life insurance compromised on the \$3,000 limit. Though they were willing to agree that no bank should issue more than \$1,000, they saw

no reason why a policyholder should not have as many \$1,000 policies as there might be banks in the system, as in Massachusetts, where one may obtain \$25,000 of coverage in the savings bank system. Moreover, Paul R. Taylor, deputy New York insurance superintendent in charge of savings bank life insurance, recently predicted that the New York limit would soon be raised to \$7,500, the limit for savings bank accounts, and indicated that he chafed at the idea of any limit whatever, going so far as to hint that the day might come when there would be no limit.

Whatever the size of Mr. Wolff's clients' policies, there is little basis for the argument that the big insured is in so much greater need of expert advice than the smaller buyer. For the man who can afford to put only a few dollars a month into life insurance, it is not merely important that the coverage be arranged so as to stretch the proceeds to the very limit. It is absolutely vital that this be done. If expert advisory service is necessary for the big insured, it is just as necessary for the smaller policyholder. Mr. Wolff has done the agents and the agency system a good turn by his involuntary endorsement of the value of life insurance advice.

### Life Insurance Takes Care of Itself

ATTENTION: TNEC. In this issue is a news item announcing the fifth lien reduction (12 percent) against the policyholders of the old Register Life of Davenport, one of the few life insurance depression victims. It provides ample evidence that the life insurance business can take care of itself. This is the fifth lien reduction or a total of 52 percent since the Register was taken over in

1934 by the Guaranty Life and later by the Occidental of California.

WHEN one begins to doubt whether he can achieve or reach a certain goal, his chance of successful accomplishment is greatly weakened. Determination and the exhibition of will power are big factors in a victory. The doubter is seldom a winner.

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PUBLISHED EVERY FRIDAY



## PERSONAL SIDE OF THE BUSINESS

**R. W. Osler** has resigned as advertising manager of Acacia Mutual Life. Before going with the company he was one of the associate editors of the *R. & R. Service* of Indianapolis. He went to DePauw University and took a year's graduate work at Butler. He spent two years in graduate work also at Indiana University, Bloomington, Ind. He taught English at Indiana University for two years. He resides at 5208 Third St., N.W., No. 3, Washington, D. C.

**R. C. Thomson**, assistant treasurer Mutual Benefit Life, has just completed 50 years of service and **A. J. Kirkland**, assistant secretary, has rounded out 35 years.

**B. A. Notzon**, inspector of agencies for New York Life at Kansas City, who has been confined to his home with illness for several months, is still on the sick list and it may be some time before he is able to return to his job. His work is being handled by his son, Donald Notzon, agency organizer.

**J. H. Strong** of Chicago celebrated the 65th anniversary of his connection with the John Hancock Mutual Life. He became Chicago general agent, May 15, 1905, and the first business placed by him with the company dates from 1875. Mr. Strong in his day was one of the great life insurance figures of Chicago, a strong and successful personal producer. His son, S. M. Strong, has been associated with him since January, 1929.

**Ralph W. Beeson**, secretary of Liberty National Life, was married recently to Miss Orlean Bullard of Meridian, Miss.

**Miss Katherine Conroy**, secretary to Commissioner McCormack of Tennessee, was married recently to Embury DuBose of Nashville.

**Louis F. Paret**, general agent Provident Mutual Life, at Camden, N. J., and Philadelphia, celebrated his 48th anniversary of service Feb. 1. At one time he had full charge of New Jersey as general agent, but the work became too heavy and three agencies were established—one in Newark, of which A. F. Gillis is general agent, another in New Brunswick, headed by Bert Stowell, and the other in Camden, which was retained by Mr. Paret.

**A. C. Newell** of Atlanta has completed 35 years of continuous service as general agent of the Columbian National Life. He is the company's senior general agent in years of service. For 19 consecutive years he qualified as a member of the Star Producers' Club and was its president for five years.

**Ivan L. DeVoe** has opened a general insurance agency at 503 Bankers Life building, Des Moines. He has been manager of agencies of the Bankers Life of Nebraska the past five years.

Last month **H. G. Mosler**, Los Angeles, chairman Million Dollar Round Table purchased a new life policy with the proceeds payable "to my first grandchild born of the marriage of my daughter, Eleanor M., and Robert J. Himmelstern." Hardly had the ink grown dry on the policy when the first grandchild arrived and was named Eleanor M. Himmelstern. The parents live in San Francisco.

**William J. Sheehy** for the 10th consecutive year is producer No. 1 for the Oregon Mutual Life. He has entered the second decade as president of the Leaders Club. To date Mr. Sheehy has written more than \$7,300,000 of insurance and annuities.

The **L. B. Scheuer** agency of State Mutual Life Cincinnati, was second among all agencies of the company in volume of business produced in January. P. R. Heil of the agency ranked second nation-wide in personal production.

**M. P. Cornelius**, president of the Continental Casualty and vice-president of the Continental Assurance in Chicago, and **Roland M. Clark**, comptroller of the

two companies, are now recovering from gall bladder operations. It so happened that each had his operation the same day as the other. Mr. Cornelius is at Presbyterian Hospital in Chicago and Mr. Clark at the Evanston Hospital, Evanston, Ill. Mr. Clark was attacked in a rather acute way but Mr. Cornelius had been bothered for some time. Both now are in a state of recuperation but will not get out of their hospital confinement for 10 days or so.

**L. C. McGann** of the Madison, Wis., agency of the National Guardian Life is celebrating his fifth year as top man in new paid for business. He is taking a 60-day vacation at Fort Lauderdale, Fla. In order to keep himself in trim he runs over to Miami when he is tired of fishing and picks up a few applications for brokerage. **A. V. Hurst**, who has represented the company in Eau Claire, Wis., for more than 25 years, is taking a two months vacation at Hollywood, Fla. He is accompanied by Mrs. Hurst and their daughter, Sally Ann.

The engagement of Miss Mary Oliver Clabaugh, daughter of **S. F. Clabaugh**, president Atlantic Life, to **A. F. Wright** of Portland, Ore., has been announced.

## DEATHS

**William H. Atkinson**, 24, general agent in Chattanooga, for American United Life, died from injuries received the previous week in a sledding accident. He had been with the company since he was 19 and a student at Southwestern University in Memphis. He and his father, W. R. Atkinson, were partners in an insurance firm.

**T. S. Coleman**, former Michigan state manager of the Great-West Life, died at his winter home in West Palm Beach, Fla. He joined the company in Ottawa and was transferred to Michigan as state manager in 1921, a year after the company was admitted to the United States. He remained in that capacity until his retirement in 1936.

**Miss Helen R. Sieh**, head of the employment department at the head office of the Continental Casualty and Continental Assurance of Chicago, died Tuesday from pneumonia. Miss Sieh had been with the organization for 11 years. She was most highly regarded and esteemed by her associates.

Miss Sieh died in her apartment in the Orrington Hotel, Evanston, Ill., after a two weeks illness. Funeral services were held Wednesday.

**Mortimer P. Reed**, secretary and assistant treasurer of Conservative Life of South Bend, Ind., was found dead in his bed Monday evening. He had been associated with Conservative Life as secretary, assistant treasurer and director since 1925.

Funeral services were held at San Francisco Feb. 5 for **Edward B. Ransenhousen**, 17 years manager group department West Coast Life. He died at his home in San Mateo Feb. 2, ailing several weeks. Prior to joining the West Coast he had been with the Aetna Life six years after one year with the Metropolitan Life.

**C. H. Thompson**, 71, state agent of the Reliance Life, died at his home in Jackson, Miss., from injuries sustained when he slipped and fell near his home during the recent heavy snow. He opened Mississippi for the Reliance 31 years ago and had served as state manager ever since.

**S. R. Whitten, Sr.**, 79, retired, who for 30 years was general agent of the Home Life of New York in Columbia, S. C., and Jackson, Miss., died after a long illness in Jackson. His son, S. R. Whitten, Jr., is with the Home Life of New York in Gulfport, Miss.

**Francis Granger**, 68, with the Aetna Life at Fort Wayne, Ind., for 21 years before his retirement several years ago, died there.

## The UNION CENTRAL BULLETIN BOARD

**U.C. HELPS ITS AGENTS  
PAVE THE WAY TO  
THE KIND OF INTER-  
VIEWS THAT YIELD  
COMMISSIONS**



These leads come from:

- Prospect Circularization
- Term Expirations
- Changes of Address
- Policy Loan Leads
- Death Claims
- Endowments and Paid-ups
- Mortgage Loan Leads
- Policyholder Circularization
- Leads from National Advertising

## NEWS OF THE COMPANIES

### Pacific Mutual Is in Strong Position

The recent examination of the Pacific Mutual Life shows that it is in "sound and satisfactory financial condition" and there is no foundation for rumors that the action of Commissioner Caminetti of California in initiating proceedings to terminate the present voting trust is a step toward his taking possession of the company. This is set forth in a statement issued by the commissioner, in which he points out that the proceedings were instituted solely to test the legality of the voting trust.

#### Explains Action

"A recent examination by my office and by representatives of five other states showed the company to be in sound and satisfactory financial condition. In fact, the examination showed a substantial and steady improvement in this respect," Mr. Caminetti declared.

"When the reorganization of the old Pacific Mutual took place, the new company was created by the insurance commissioner for the purpose of reinsuring

certain of the outstanding risks and all of its capital stock was held by the insurance commissioner. Subsequent to the reinsurance agreement, the voting rights of this stock were assigned to a group of voting trustees, although the insurance commissioner retained the beneficial interest in the stock. Believing that the delegation of the voting rights to voting trustees was improper and illegal I instituted the present proceedings solely to test the legality of the delegation of voting power to private trustees.

"The action has no relationship whatsoever to, nor is it any reflection upon the stability of the new company which, as stated before, is entirely satisfactory."

Caminetti's suit was filed before Superior Judge Vickers.

### Register Life Lien Is Cut Again for Fifth Time

LOS ANGELES—The Occidental Life of California announces a 12 percent reduction in the lien against policies of the former Register Life of Davenport. This is the fifth reduction in Register policy liens since that com-

pany was taken over in 1934 for management by the former Guaranty Life of Davenport which in turn was absorbed by the Occidental in October, 1937. The lien reduction record follows: 1936, 12 percent reduction; 1937, 12 percent; 1938, 6 percent; 1939, 10 percent; 1940, 12 percent. Payments to beneficiaries of Register policies on death claims total well over \$850,000 since the management fund was established.

### National Life's 90th Year Celebrated with 400 Apps

The 90th anniversary of the National Life of Vermont was celebrated by the writing of more than 400 applications for \$1,500,000 by its field men, the largest volume of business ever written in one day. There were 19 agencies which submitted more business (29 policies) on the anniversary than the company wrote on its first day in business. The Walter J. Stoessel agency, Los Angeles, led with 46 applications for \$169,713.

The National Life has inaugurated a "90 Lives Club," members of which will receive special recognition at the end of the year.

### Report on Family Protection Life

The Illinois department has made its report on the Family Protection Life of Mendota, Ill., as of Nov. 1. This is an assessment legal reserve life company. It was licensed June 14, 1937. The assets are \$10,697 and surplus \$904. The report says that claims are settled promptly and in accordance with the policy contracts. The point is made that the cash position is inadequate. I. J. Lasswell, the president, is the main factor in the company. The company has about 30 agents. The American Underwriters Foundation has a general agency contract and is its largest producer. Its premium income up to Nov. 1, was \$12,218 and total income \$17,636. Its disbursements were \$13,286. Its legal reserve is \$8,931. During the first 10 months it wrote \$525,000 new business. Its insurance in force is \$1,001,850.

### Special American Reserve Effort

An exceptional effort is being made by American Reserve Life to make the February production a memorable one, inasmuch as the 15th anniversary of the company occurs this month. Each February the agents by their production undertake to renew their membership in the Loyalty Club.

### Acme Life, Tulsa, Reinsured

The Acme Life of Tulsa, Okla., has been merged with the Santa Fe Life of Albuquerque, N. M. The Acme had \$3,196,490 insurance in force at the end of 1938, with admitted assets \$94,875 and capital and surplus \$25,103. It had been in operation since 1933. George Kabureck, formerly identified with several life insurance promotions in Illinois, has been agency director.

### Great Northern in High Gear

The annual anniversary month campaign of Great Northern Life of Chicago reached a high pitch this week, as Monday was the birthday of President H. G. Royer and Wednesday the natal day of Vice-president C. O. Pauley. Both of these executives were born in the same year and each February the agency force gets up special steam in their honor.

### Three Withdraw from Canada

The Connecticut Mutual Life, Northwestern Mutual Life and Phoenix Mutual Life have ceased writing business in Canada.

### Injunction Is Dismissed

DETROIT—Circuit Judge Richter of Wayne county has dismissed a petition for an injunction against the reinsurance of the defunct American Life of Detroit by the American United Life. He held he did not have authority to

take jurisdiction in the internal affairs of an Indiana corporation.

### Mays Gets Continental Stock

ST. LOUIS.—Ed Mays, former president of the defunct Continental Life of St. Louis, which was reinsured by the Kansas City Life in 1934, has acquired 85,000 of the 100,000 shares of the stock of the Continental Life and announces that he intends to file suit in an attempt to set aside the dissolution of the company and recover, if possible, control of its assets and insurance.

American Fidelity Life of Kansas City, promoted by a group of osteopaths, has registered with the SEC a proposed offering of 100,000 shares of common stock to be offered at \$2 a share.

"Why I Bought Life Insurance," by C. T. Davies, 8 copies \$1. Order from National Underwriter.

## COMPANY MEN

### Franklin Life Names Four Men to Executive Posts

President C. E. Becker announces the addition of several new officers to the head office organization of Franklin Life. They include W. J. Hiller, who takes charge of the underwriting department; H. M. Lutz, who has been named vice-president in charge of investments; B. G. Harrison, who becomes secretary-treasurer and Dr. Frederick Fink, medical director. The announcement was previously made that Karl B. Korrady had been made vice-president in charge of production and A. V. Mazingo had been made supervisor and field executive in southern territory.

Mr. Hiller has been located at San Antonio as secretary-actuary of Great American Life of which Mr. Becker is also president. He graduated from the University of Michigan in the actuarial course. He served as associate actuary of Bankers Life of Nebraska from 1915 until 1930 and for 10 years of that time was on the faculty of the University of Nebraska teaching actuarial and general insurance subjects. In 1930 he went with Great American.

Mr. Lutz has been executive vice-president of Mayhan-Dittmar & Company at San Antonio, prominent investment banking firm. The investment situation will be administered by a newly created finance committee.

Mr. Harrison has been associated with Mr. Becker for a number of years. He will be a member of the finance committee.

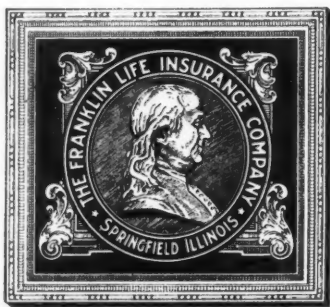
Dr. Fink has been medical director of Great American Life since 1929. He graduated from the University of Texas medical school in 1923, serving as interne at the Philadelphia General Hos-

### Group Supervisor

L. B. Goss has been named supervisor of production for the group department of the Provident Life & Accident in the northern zone. He has been active in building up the production of the department in that territory for many years and is thoroughly familiar with the setup there. He will work especially on keeping old accounts built up to a high percentage of participation by the employees.



L. B. Goss



### If Gains Count—

We made gains in 1939, in new paid business, in total insurance in force, in assets, and in surplus—to mention the principal ones.

If gains mean anything, they mean growth, expansion, progress!

The facts are yours for the asking. Your growth, expansion, progress—if you're not under contract—may exceed anything you've ever known.

Certainly, this is an invitation, if you're not under contract.

*Fifty-Six Years of Distinguished Service*

**THE FRANKLIN LIFE INSURANCE COMPANY**

*Home Office Springfield, Illinois*

**CHAS. E. BECKER, President**

*Over \$177,500,000 Insurance in Force*



pital, practiced medicine in New Braunfels, Tex., and later in San Antonio. He is a past chairman of the medical economics committee of the Bexar County Medical Association, past chairman of the scientific exhibits committee of the International Post-Graduate Medical Assembly. With Franklin Life he replaces Dr. O. F. Maxon, who is retiring after 38 years of service.

#### F. J. Koch with Ohio State

COLUMBUS, O.—F. J. Koch has been appointed assistant to Claris Adams, president of Ohio State Life. Mr. Koch was previously resident manager of the American Service Bureau.

#### L. N. Webb Made Director

Leslie N. Webb, vice-president of Provident Life & Accident, has been elected a director. Mr. Webb who is in charge of the group and claim departments, has been with the company 30 years, having served in practically every department in both home office and field.

#### Farm Managers to Meet

The Minnesota Farm Managers Association, made up of men who manage the farm holdings of insurance companies, will hold its annual meeting in St. Paul Feb. 8-9. Converting owned properties into loans and contracts will be one of the topics discussed.

#### Made Assistant Medical Director of Jeff. Standard



DR. A. RAY DAWSON

Jefferson Standard Life has appointed Dr. A. Ray Dawson as assistant medical director. He was a member of the United States civil service commission in Washington, serving on a special committee dealing with industrial safety and employees' welfare, specializing in the studies of disability, death insurance and age retirement. He has had a successful career in general medicine and specialized branches. He attended Virginia Polytechnic Institute, William & Mary, and is a graduate of the Medical College of Virginia in Richmond.

He spent one year at St. Elizabeth's hospital in Washington, specializing in nervous and mental diseases. For three years he was located at the Walter Reed hospital specializing in internal medicine and surgery. One year was devoted to psychiatry and internal medicine at the United States Veterans Administration in Chillicothe, O. He engaged in general practice in Warsaw, Va.

Dr. Dawson is a member of the federal government's Inter-department Safety Council and has served on the council's special committee dealing with industrial safety and employees' welfare. He is a member of the Middle Atlantic Medical Directors Club.

## MANAGERS

#### Stewart Is Davenport President

Frank E. Stewart, Mutual Benefit Life, was named president of the Davenport General Agents & Managers Association at its annual meeting. Julius Gilbert, Lincoln National, is vice-president; W. S. Hayes, State Mutual, secretary-treasurer. Directors are Paul C. Otto, Connecticut Mutual; J. J. Hilbe, Guardian Life; M. N. Boyd, New York Life, and J. H. Copeland, Northwestern Mutual.

#### Minneapolis Group Incorporates

The Life Managers Association of Minneapolis has been incorporated. Prof. Dale Yoder of the University of Minnesota spoke.

#### Wulfekoetter to Speak

CINCINNATI—B. H. Wulfekoetter, Massachusetts Mutual, Cincinnati, will talk on "Tying in Social Security with Life Insurance" Feb. 20 at the meeting of the Life Insurance Cashiers & Secretaries Association. New officers of the association are: Louise Haines, president, secretary to S. W. Sturm, Mu-

tual Benefit; Alice M. Good, State Mutual, vice-president; Dorothy Schlarmann, Connecticut General, secretary, and Helen E. Reisinger, secretary to C. V. Anderson, Provident Mutual, treasurer. There are 45 members.

#### Discuss Prospecting Plans

The Des Moines General Agents & Managers Club held the first of a series of round table meetings Thursday, with James Rutherford, Penn Mutual general agent, in charge.

The discussions will center on prospecting and selection of agents. Under prospecting plans will come advertising, letters, calls, policyholders' nominations, personnel department director's files and agents' nominations.

#### Ramsay Speaks in Cincinnati

John A. Ramsay, Newark general agent Connecticut Mutual Life, will speak on "Profitable Supervision," at a dinner-meeting of the Cincinnati General Agents & Managers Club Feb. 12.

#### May Form Kansas Association

The Wichita General Agents & Managers Association under the new president, Lee Wandling, Equitable Society, took up organization plans and a membership campaign in cooperation with

the Wichita Association of Life Underwriters. A permanent organization is now being launched for the first time, with a constitution and by-laws and a year 'round program.

A Kansas association may be formed at the annual gathering April 12, preceding the sales congress.

#### N. J. Supervisors to Hear Coffin

Vincent B. Coffin, vice-president and superintendent of agencies Connecticut Mutual Life, will speak at the dinner-meeting of the Life Agency Supervisors Association of Northern New Jersey in Newark Feb. 20.

#### Weidenborner in San Francisco

Frank F. Weidenborner, agency vice-president Guardian Life, will speak on "1940 Management Problems" at a luncheon meeting of the San Francisco General Agents & Managers Association Feb. 16. Donald A. Hampton, Provident Mutual, secretary-treasurer of the association, will preside in the absence of J. M. Mitchell, chairman.

The Utah Life Managers Association held an evening meeting in Salt Lake City with about 30 in attendance. Carl E. Herfurth of Los Angeles, consulting actuary, was a guest.



## "LET'S TAKE A LOOK AT THE RECORD"

was often said by a certain candidate for the presidency of the United States.

We did, and found that a man following our ORGANIZED SELLING PLAN gets results reflected in income.

In addition to a proven "Organized Selling Plan" we offer:

- A liberal agency contract.
- A plan for financing your agency.
- Accounting methods to guide you.
- Proven plans for finding—training agents.
- A liberal financing plan for your agents.
- A unique supervisory system.
- Unusually effective selling equipment.
- Policies for every purpose: Regular—Family
- Juvenile—Women—Group—Payroll
- Savings, etc.
- Low monthly premiums.

**A \$225,000,000.00 Mutual Company, 59 years old  
with an understanding, cooperative Home Office.**

**THE MINNESOTA MUTUAL  
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota

## LIFE AGENCY CHANGES

### V. W. Wiedemann Shifted to Omaha

V. Webner Wiedemann, manager of the Sun Life of Canada in Kansas City since September, 1929, has been transferred to Omaha as manager, effective



V. W. WIEDEMANN

Feb. 15. Mr. Wiedemann, who built the Kansas City agency from scratch to a volume of approximately \$1,000,000 a year, has served as president of the General Agents & Managers Association, president of the Life Underwriters Association of Kansas City, and president of the Missouri Life Underwriters Association. The General Agents & Managers Association there honored him with a farewell luncheon.

#### New Chester, S. C., General Agent

Clyde Sisson has been appointed general agent of the Aetna Life at Chester, S. C. Mr. Sisson succeeds the late C. C. Edwards, for 33 years general agent for the Aetna Life at Chester. He has been located in Columbia, S. C., for the past year and a half, serving as assistant general agent for the Chester agency. Born in Fernbank, Ala., Mr. Sisson attended the University of Chicago and graduated in 1931 from Kansas Wesleyan University. Following several years as an Aetna Life salesman in

Salina, Kan., he joined the New York City agency. After successful experience there as a supervisor, he was sent to Columbia.

#### Marbourg Named Organizer

E. F. Marbourg, a leading producer of the Mutual Life of New York in San Francisco, has been appointed agency organizer there covering central California, according to Gordon W. Hay, manager.

Since he joined the agency in 1926, Mr. Marbourg has qualified several times for the "National Field Club." He has been active in the San Francisco Life Underwriters Association, and is at present serving as a director. He is a founder and is now secretary-treasurer of the San Francisco Quarter Million Round Table.

#### P. W. Eames Is Edwards' Aid

The J. Stanley Edwards general agency of Aetna Life at Denver has appointed Prescott W. Eames assistant general agent for western Colorado with headquarters at Grand Junction.

Mr. Eames is well known in life insurance circles as the originator of the "Eames Aetna-graph." He has been engaged in insurance work for some 20 years in marketing his sales material, as producer, and was at one time in charge of the Aetna home office training course. He has returned to his former home in Colorado to accept his present position.

#### deRongé Hartford General Agent

L. O. deRongé, for 15 years with the Shepard agency of the Aetna Life in Hartford, has been appointed general agent there by the Columbian National Life. He graduated from Trinity college in Hartford in 1914 and entered the insurance business by way of advertising and newspaper work. He is a director of the Hartford Association of Life Underwriters.

#### Jones Made District Manager

Clifford N. Jones has been appointed district manager of the Jefferson Standard Life at Rome, Ga., covering 18 counties in north Georgia. E. S. Reeves of Atlanta is manager for Georgia.

#### Whiteley Bridgeport Manager

Clyde Whiteley, assistant manager of the Travelers in Milwaukee, has been promoted to manager in Bridgeport, Conn. He started as a field assistant

in 1929 and did agency development work in Oklahoma City until 1932 when he was transferred to Milwaukee branch office as field assistant. He was promoted to assistant manager in 1934.

J. L. Goetz, field assistant of the Dayton, O., branch, has been promoted to assistant manager there.

#### Great Northern Names Chris Becker

Chris Becker, who conducts a general insurance business at 123 East 6th street, Cincinnati, has been appointed general agent for Great Northern Life of Chicago in the life and accident and health departments. He has been in the general insurance business about 10 years.

#### Wilcoxon to Detroit Office

J. B. Macken, Detroit manager Mutual Life of New York, has appointed O. R. Wilcoxon agency organizer, succeeding A. W. Hostetler, who resigned to devote his time to personal production. Mr. Wilcoxon started with the Baltimore agency and for the past three years has been agency organizer in Charleston, W. Va.

#### Opens New Detroit Branch

The American National Life of Galveston has opened an ordinary department branch office at 839 Dime Bank building, Detroit. C. A. Nolte, for four years manager of the Alliance Life there, has been placed in charge as state manager.

#### Divine Is Chattanooga Manager

Thomas M. Divine has been named manager of the Chattanooga branch of the Volunteer State Life. Although Mr. Divine did not join the Volunteer until last April, he led Tennessee for the year and ranked third among the company's leading producers. Under his leadership as supervisor, the Chattanooga branch ranked second in the company.

#### Peoria Manager Resigns

A. N. Allen has resigned as agency manager of the Bankers Life of Iowa at Peoria, Ill. No successor has been appointed.

#### Reiss Covers 11 Counties

Carl E. Reiss, with the New York Life in Milwaukee for 25 years, has been promoted to agency director for 11 counties in southeastern Wisconsin, excepting Milwaukee county, which will continue in charge of Walter Weissinger.

A new agency in the University Tower building has been opened by

## Takes K. C. Post



ROBERT E. WATTS

Robert E. Watts, who succeeds R. J. Wetzel as Kansas City general agent of the Pacific Mutual Life, has been with that company 10 years, the past 4½ years as assistant general agent under his father, John L. Watts, in Chicago.

Northern Life of Ontario in Montreal. G. S. O'Brien, formerly an agency supervisor of the company, has been appointed manager. Mr. O'Brien has had seven years of experience in the life insurance business.

Ralph H. Severson, formerly with the company in Houston, Tex., is new Oklahoma manager of the American Hospital & Life, with headquarters at Oklahoma City. He succeeds Gerry Ellsworth, who has gone to Dallas.

## COAST

### California Premium Tax May Be Raised to 3 Percent

A measure is being introduced in the special session of the California legislature calling for increase in the gross premium tax to 3 percent from the present 2.6 percent. According to information from Sacramento this would result in \$1,300,000 revenue to the state.

Governor Olson in his message to the legislature referred also to the real estate offset, saying "Original intent of this provision was to encourage and assist California insurance companies. In actual practice, however, the larger part of the benefit accrues to out-of-state companies having extensive real estate holdings here. Furthermore, this benefit accrues to relatively few companies. In view of this fact, it would seem logical to amend the state constitution to eliminate the so-called real estate offset."

He pointed out approximately \$1,500,000 more general fund revenue thus would be received annually. Further, he referred to deduction of dividends paid policyholders in computing taxable gross premiums. Disallowance of this deduction would increase the annual tax by \$250,000, he said.

Thirty California companies of all classifications with Francis V. Keesling, Sr., president West Coast Life, as counsel have filed protest against increase in the tax.

#### Rowe Installed in New Post

J. H. Rowe, recently appointed manager of the northern California agency of the Bankers Life of Iowa in San Francisco, was installed in his new

# THE MANUFACTURERS

THE PROGRESS of the Manufacturers Life since 1887 is reflected in its strong financial position, a growing volume of insurance in force and a virile agency organization.

Today 590 MILLION DOLLARS of insurance (including Deferred Annuities) is owned by 255,000 POLICYHOLDERS, and the company administers assets of 177½ MILLION DOLLARS for their benefit.

# LIFE

INSURANCE COMPANY

HEAD OFFICE  
TORONTO, CANADA  
Established 1887



office at an agency meeting under the direction of M. E. Lewis, superintendent of agencies.

Mr. Rowe, who has been manager of the Bankers Life at Portland, Ore., since last May, succeeds the late A. F. Smith.

#### MacLeod in Salt Lake City

Sayre MacLeod, Jr., supervisor of western agencies of the Prudential Insurance company, was principal speaker at a special sales meeting in Salt Lake City, attended by representatives from

Utah and Idaho. Manager Sidney A. Kent was in charge.

#### Andersen Visits Coast Agencies

E. C. Andersen, educational director Connecticut Mutual Life, is on the west coast visiting agencies in Portland, Ore., Seattle, Oakland, San Francisco, Los Angeles and San Diego, Cal. He will confer with general agents on phases of sales management, and will also hold meetings in which he will discuss the company's "Estate Extension Plan."

## LIFE SALES MEETINGS

### Mass. Mutual General Agents Rally at Palm Beach

Following the theme "Building the Agency of Tomorrow," Massachusetts Mutual general agents in 38 states and the District of Columbia will meet in annual conference at Palm Beach Biltmore Feb. 12-14. Presiding at the opening of the meeting will be Harry I. Davis, general agent at Atlanta and president of the general agents' association. Business sessions will be conducted during the morning hours, afternoons being free for "side line" discussion and recreation.

President Bertrand J. Perry will review the company's activities and progress and outline future plans. An exchange of proved methods of agency building being the principal purpose of the meeting, the program speakers are, for the most part, general agents, participation by members of the home office staff being minimized.

#### Roderick Pirnie Is Slated

Monday morning Roderick Pirnie, Providence general agent, will discuss "Revitalizing Present Agency Forces." He will review methods employed in leading his agency to a sales gain of 128 percent during the first year he was in charge of the group, at the same time recruiting five new agents whose sales during that calendar year totaled \$332,000.

John W. Yates, general agent at Los Angeles and co-general agent with F. J. Van Stralen at San Francisco, will talk on the program theme, stressing sales strategy and management technique.

Recruiting as a factor of management will be featured Tuesday. Selection and training of new agents will be discussed by Kenney E. Williamson, C. C. Covalt, Angus Rosborough, Irl B. Jackson, Frank W. Howland, George E. Lackey, F. J. Van Stralen, George Macdonald and J. S. Braunig. Robert L. Altick, general agent at Wilkes-Barre, will serve as chairman. A summation of recruiting problems and practices will be given by Vice-president Chester O. Fischer.

Today's and tomorrow's market will be the theme Wednesday, with General Agent Millard R. Orr of Philadelphia as chairman. The highlight of the session will be an address, "What Does the Future Hold for You?" by Irvin Bendiner, counsel for the Pennsylvania Association of Life Underwriters. An open forum will follow.

Another feature of the session will be an address on an unannounced topic, by Frank T. McNally, general agent at Minneapolis.

Vice-president Joseph C. Behan, following a custom of long standing, will bring the meeting to a close.

### Coolidge Feature Speaker at F. C. Whatley Agency Rally

At the annual sales meeting of the F. C. Whatley agency of the Aetna Life in San Francisco, R. B. Coolidge, superintendent of agencies, was the featured speaker. About 50 attended. E. H.

Robinson was chairman of the first session, with Mr. Whatley delivering the welcoming address. Frank Beckman, president Beckman-Hollister & Co., spoke on "Keeping up with the Times" and A. E. Flamer, recently appointed assistant general agent, discussed "The Revised Social Security Act," followed by questions and open discussion. At the afternoon session, with Mr. Flamer as chairman, E. T. Starbuck, trust department Wells Fargo Bank & Union Trust Co., discussed "Business Insurance," J. H. King, home office representative, "How to Make Money Selling Group Insurance," Paul Gram on "Motivation and Closing," and Dr. J. W. Wear, medical referee, on "Helpful Sales Hints in Medical Selection."

The second day Mr. Coolidge spoke on "Present Day Prospecting and Sales Trends," followed by open discussion.

In honor of Mr. Coolidge the agency is staging a five weeks sales campaign with Mr. Flamer as captain of the "City Slickers" and Mr. Whatley as captain of "The Country Kin."

### Indianapolis Life's Progress Reported

INDIANAPOLIS — Approximately 150 agents attended the annual central states agency convention of the Indianapolis Life here. A. H. Kahler, second vice-president, presided at the business sessions. E. B. Raub, president, was toastmaster at the banquet, which was attended by a number of prominent local business and professional men, as well as home office employees.

Mr. Raub told of the achievements during 1939. The year was closed with \$24,003,829 in assets, an increase of \$1,909,014. Surplus to policyholders increased by \$145,637 to \$1,512,305. Insurance in force totaled \$111,055,449, a gain of \$2,949,842. The interest yield on assets was 3.95 percent and mortality experience was 42.5 percent of expected.

#### Responsive to Obligations

Commenting on general conditions, Mr. Raub said, "Probably no other business has been more responsive to its public obligations than has our own, for its very foundation rests on its service to society. Life insurance is an outstanding example of private enterprise and initiative, seeking diligently to provide security for all who are able to avail themselves of its protective mantle. In a world distraught by war and economic confusion, the institution of life insurance stands out as a bulwark of strength."

Attendance was based upon production in January. Prizes were awarded leading districts and to individual agents at the banquet.

Following the banquet a "Pageant of Progress" was put on by forty home office girls.

Dick Bradley, Peoria, Ill., spoke.

#### Speak at Business Sessions

At the business session A. Leroy Porteus, vice-president, referred to agency high spots during 1939. President Raub gave a review of company accomplishments. Other speakers were: E. G.

# 94 YEARS of

## DEPENDABLE PERFORMANCE

As of December 31, 1939

### ASSETS

Cash in Banks.....	\$ 5,438,197
Bonds at Book Value (Adjusted to Market Value in case of Bonds not subject to Amortization)	
U. S. Gov't. Obligations.....	23,600,978
Other Bonds .....	118,310,045
Stocks (Market Value).....	14,656,943
Mortgage Loans .....	139,014,221
Policy Loans .....	37,030,255
Home Office Property.....	2,000,000
Other Real Estate.....	14,838,483
Interest Due \$258,219 and Accrued \$3,666,369 .....	3,924,588
Premium Instalments not yet due and Premiums in course of collection (net)—covered by Policy Reserves .....	6,685,287

TOTAL ADMITTED ASSETS...\$365,498,997

### LIABILITIES

Policy and Contract Reserves....	\$295,589,533
Policyholders' Funds:	
Proceeds left with the Company under Optional Settlements .....	\$29,716,361
Accumulated Dividends .....	12,426,156
Other Dividends Due Policyholders .....	262,551
Advance Premium Fund.....	4,539,264
	46,944,332
Reserve for 1940 Dividends.....	5,600,000
Reserve for Taxes Payable in 1940 .....	1,250,000
Miscellaneous Liabilities .....	1,250,380
Market Fluctuation and Investment Contingency Reserve .....	1,844,254
Surplus .....	13,020,498

TOTAL LIABILITIES ...\$365,498,997

### Highlights

New Insurance Paid For.....	\$91,785,229
Insurance in Force .....	\$1,041,855,204
Total Paid Policyholders.....	\$27,958,706
Total Paid Policyholders Since Organization .....	\$716,765,437

# CONNECTICUT MUTUAL

LIFE INSURANCE COMPANY • HARTFORD

Driscoll, cashier, "Lower Lapses Bring Profits"; Dr. J. B. Young, medical director, "Hints to Underwriters"; Walter H. Huehl, actuary, "Effect of Lower Interest on Life Insurance"; A. H. Kahler, second vice-president, "Our Job as Career Salesman"; E. P. Kepner, assistant secretary, "Getting the Business Through Successful Planning"; Irving Palmer, assistant agency manager, "Prospecting the Foundation of Selling"; Doyle Zaring, agency secretary, "Building Prestige"; Bruce Veazey, manager underwriting department.

Among leading producers who spoke were: J. W. Schwab and C. O. Martin, "Changes of Ages"; George Anawalt, "Centers of Influence"; W. E. Eickhoff, "We Must Have Vision"; Newell Munson, "Social Security"; W. T. Earls, "Challenging Yourself"; John Bruhn, "My Opportunity"; Maurice Kennedy, "Building with Indianapolis Life," and J. T. McClelland, "Reaching a Goal."

### Reliance Life St. Louis Rally

The annual agency luncheon of the midwestern division of the Reliance Life was held in St. Louis. Frank Vesser, division manager, announced that 1939 was the best year in the history of the office. H. T. Burnett, vice-president in charge of agencies; J. F. Johns, superintendent of agencies, and B. L. Sichelsteil, secretary, represented the home office.

### Patterson at Spokane Meeting

A. E. Patterson, vice-president in charge of agencies, and Clark Erwin, Spokane agency supervisor, conducted a

two-day sales conference in Spokane for Inland Empire representatives of the Penn Mutual Life.

### General Agents Conference of John Hancock Feb. 10

Some 25 to 30 John Hancock ordinary general agents will hold a regional conference in Boston Feb. 10, preliminary to the company's annual meeting there Monday. Dan W. Flickinger, president John Hancock General Agents Association, Indianapolis, is expected to attend, as are W. M. Houze, Chicago, and a number of other general agents from the central west. J. Harry Wood, manager of general agencies, will preside.

### State Farm Companies Meet

The State Farm insurance companies of Bloomington, Ill., will hold their annual agency convention at the Hotel Stevens, Chicago, Feb. 19-20. The annual agency banquet will be held the evening of the first day.

### O'Malley May Be Free March 18

If all normal time for good behavior accrues and if fines are paid, R. E. O'Malley, former Missouri superintendent, will be released from Leavenworth penitentiary March 18, according to the federal bureau of prisons. O'Malley and T. J. Pendergast, Kansas City Democratic political leader, were sentenced on income tax charges involving failure to report sums they received in connection with the Missouri fire insurance rate case.

## ASSOCIATIONS

### Oklahoma Congress Draws Over 500

OKLAHOMA CITY—A record breaking attendance of over 500 combined with an outstanding program under the direction of Carroll C. Day, general agent Pacific Mutual, marked the annual sales congress of the Oklahoma Association of Life Underwriters.

A sales clinic in the form of a breakfast table discussion on "Prospecting Problems of the New Agent," opened the gathering. Participating were John O. Wilson, manager General American Life; Melvin Jaquier, John Hancock Mutual Life; George Jackman, General American Life; T. R. Thompson, Phoenix Mutual Life, and Paul Jackson, Penn Mutual Life, with Mr. Day as guest. The discussion developed the importance of establishing centers of influence, cultivation of acquaintances and prospecting through newspapers.

Citing prospecting as the most important factor in selling, Mr. Day called upon Charles Seay, Southland Life, Dallas, to tell how he achieved his spectacular rise to the \$500,000 producer class within three years. In 1937, his first year in the business, Seay paid for 130 lives with a volume of \$265,000; in 1938 he increased his production to 169 lives with \$395,000 volume and in 1939 he paid for 198 lives with a total new business of \$575,000.

### Friends Bring Success

Friends, and then more friends, were the instrumental factor in his business, Mr. Seay stated. These friends must be cultivated and shown many courtesies and attentions, such as flowers for new mothers, tickets for sports events, and the like, and cultivation of more than one social group.

Mr. Seay studies the personality of every client. He advises intensive interest in all activities pertaining to the business. The agent should be on the job every minute of the day, either writing business or making contacts. He should go places where people gather and be seen at as many public assemblies as possible. He should keep prospect lists, records up to date and watch every servicing detail closely. Mr. Seay cautioned against working harder for the big contracts than for smaller ones, working by the clock and above all, against spending all the income produced.

In "Simplified Prospecting," Lynn Broadus, Chicago general agent Guardian Life, emphasized the importance of using one's head in selecting desirable prospects.

Organized sales talks were stressed by Manuel Camps, Jr., general agent John Hancock Mutual Life, New York City. They must be backed by personality and enthusiasm and be intelligently applied, he maintained.

Paul Speicher, R & R Service, spoke.

### Southeast Iowa Congress Presents Strong Program

BURLINGTON, IA.—Social security is becoming more and more important to life underwriters, Paul C. Otto, Connecticut Mutual, Davenport, president Iowa Association of Life Underwriters, told southeast Iowa men at a meeting here.

"Benefits of social security, if workable, are wholly inadequate," he said, pointing out that insurance companies are meeting more and more the demands for such benefits. "Life insurance alone can provide adequate protection," Mr. Otto said.

The agent must do a better job of merchandising today than ever before, as there is and will continue to be stricter elimination of men not qualified to render the highest type of service, he declared.

A. W. VanHouten, Davenport, past president of the state association,

touched on the SEC investigations. John Leaver of Des Moines discussed prospect handling and finding.

R. E. Davis, Peoria, Ill., who for 16 years has averaged 150 policies yearly ranging from \$250,000 to \$750,000 a year, gave numerous sales hints. William Mundering of West Burlington, president Southeastern Iowa Association, opened the session.

The final speaker, Karl E. Madden of Davenport, talked on "Showmanship in Salesmanship."

### Houston Round Table to Be Separate Organization

HOUSTON, TEX.—The Houston Leaders Round Table held its annual banquet in connection with the sales congress here, with H. V. Jackson, Occidental Life, president Houston Association of Life Underwriters, as toastmaster. H. G. Hewitt, Northwestern National Life, presented certificates to 21 new members of the Round Table and to 30 members who had qualified for five years consecutively.

N. C. Willis, Connecticut Mutual, chairman of the Round Table, brought up the question of forming a permanent organization as distinct from the life underwriters association. The vote was unanimous for a permanent organization and a committee composed of J. M. Abell, Alva Carlton, B. H. Duggan and W. H. Winn was appointed to nominate officers.

President Jackson paid tribute to the work of Jul Baumann, Pacific Mutual Life, and F. G. Bray, New England Mutual, for their work in making the sales congress a success.

Lynn S. Broadus, Guardian Life, Chicago, spoke briefly on "One Successful Underwriter to Other Successful Underwriters." President C. J. Zimmerman of the National association, responded to an introduction.

### Indianapolis Speakers Announced

Speakers for the sales congress, sponsored by the Indianapolis Association of Life Underwriters and the Indiana State Association of Life Underwriters, to be held in Indianapolis, Feb. 24, have been announced. The program will be opened by Vincent Coffin, vice-president Connecticut Mutual. Others on the program are: Ralph Engelsman, Penn Mutual general agent, New York; Charles J. Zimmerman, Chicago, president National Association of Life Underwriters; Irvin Bendiner, New York Life, Philadelphia, who has been successful in writing smaller corporation and business cases, and Carroll Day, Oklahoma City general agent Pacific Mutual.

J. R. Townsend, Sr., Equitable Life, Iowa, is general chairman.

### Confer on Virginia Legislation

RICHMOND, VA.—Lewis I. Held, Northwestern Mutual Life, Richmond, was toastmaster at a dinner of the advisory committee of the Virginia Association of Life Underwriters. T. W. Ozlin, chairman state corporation commission, and Commissioner Bowles spoke. Legislative problems were discussed. It was decided not to present a program at the present legislative session. Instead attention will be centered on getting whatever changes may be desired in the laws incorporated in the revised insurance code which will not be ready for presentation until the 1942 session.

### List Kansas Congress Speakers

H. C. Lawrence, Lincoln National general agent in Newark, president New Jersey Association of Life Underwriters and a member of the Million Dollar Round Table, has been added to the program for the sales congress and annual meeting of the Kansas Association of Life Underwriters April 12-13 in Wichita. Other speakers are C. J. Zimmerman, president National association; L. M. Buckley, president Chicago association; H. G. Mosler, Los Angeles, chairman Million Dollar Round Table,

## "Our Supplemental Agreement Service has made the purpose of life insurance secure"



STATEMENT BY A  
VICE PRESIDENT OF THE COMPANY

Route 4, York  
Pennsylvania  
June 11, 1938

The Mutual Benefit Life Insurance Company  
Newark, New Jersey

Dear Sirs:

When my husband died eight years ago, it was a question in my mind whether I could keep my family of four children together, but the fact that I was receiving life insurance at the time caused me to try to keep the family intact.

We have also kept our home, and even made great improvements in it, until now we have the modern conveniences to help make life easier. Had it not been for the insurance our home would have been sold. Because of the income benefits I received from your company I have been able to give my children the things they needed and also the things they desired. We have always had a car to go wherever we wanted. We could live healthily with proper food and wise medical care, though it was seldom needed. I was able to give the children books and music for their cultural enjoyment.

This spring one of my children graduated from college and will go on to medical school next year. Another has completed her first year of college, and still another will begin college in the fall. It is thus through life insurance benefits that I have been able to keep my children and also to give them what they needed to fit them for life.

I cannot thank you enough for all you have made possible.

Most gratefully yours,

Mary M. P. L. H.

FOUNDED  IN 1845

**The Mutual Benefit**  
LIFE INSURANCE COMPANY  
NEWARK, NEW JERSEY

Authorized  
Associated  
Later



and Paul Speicher, R. & R. Service. An attendance of 500 is expected.

The customary general agents' and managers' seminar and golf tournament will start the afternoon of April 12. O. Lynn Smith is chairman of this meeting. Mr. Zimmerman will speak at the dinner meeting, to be followed by the seminar.

#### Hull to Tour Kansas

Roger B. Hull, managing director National Association of Life Underwriters, will make seven appearances in as many cities in Kansas March 27-30, attending all nine of the local associations of the state, two being joint meetings. Lee R. Porter, president, and O. Lynn Smith, secretary of the Kansas association, and Lee Wandling, general chairman of the Kansas sales congress in Wichita April 12-13, will accompany Mr. Hull.

The schedule of meetings is as follows: March 27, Wichita, evening; March 28, Hutchinson, noon, Salina, evening; March 29, Manhattan, noon, Topeka, evening, joint meeting with Emporia; March 30, Pittsburg, noon, Independence, evening, joint with Coffeyville.

**Pittsburg, Kan.**—Dr. J. H. Bena gave a talk on children's diseases.

**Buffalo**—C. Vivian Anderson, Provident Mutual Life, Cincinnati, past president National association and president of the Ohio state association for three consecutive terms, will be speaker Feb. 16 on "Your Life Insurance Insured."

**Newark**—More than 150 completed the extension course last week held at Newark University with the cooperation of the Northern New Jersey association. The course was conducted by John E. Clayton, million dollar producer of the Mutual Benefit Life.

**Montreal**—J. M. Gantz, Pacific Mutual Life, Cincinnati, speaks Friday.

**Dallas**—John A. Monroe has been elected president to succeed R. L. Thomas, who resigned to become vice-president of the Dallas National Bank. Mr. Monroe was vice-president.

**Birmingham, Ala.**—A sales training school will be held beginning Feb. 10 and lasting through May 4. Thomas J. Huey is general chairman.

**Portland, Ore.**—C. W. Peterson, San Francisco, manager Phoenix Mutual Life, will speak at the sales congress of the Portland association Feb. 19. Theme of the congress is "A Fortune in the Forties."

**Wichita, Kan.**—D. L. Garrett, New York Life, Ponca City, Okla., spoke at a meeting with well over 100 present. Linden Johnson, Columbian National, reported on the membership drive, aimed to increase the membership from 120 up to 150 or 175.

Membership plans include a campaign for associate memberships among agents in five counties near Wichita. The plan also includes taking programs to the nearby towns where a group of 10 to 15 associate members can be brought together. Such a meeting is planned for Arkansas City later in the month in connection with a showing of the film, "Yours Truly, Ed Graham," before the Junior Chamber Commerce and Kiwanis Club there.

**Toronto**—More than 300 attended the first 1940 meeting, with James Hancock of the Prudential of America presiding. Many company executives were present to see the film, "Yours Truly, Ed Graham." Also present were A. R. Traynor, Dominion supervisor, and L. S. Crater, division manager of the Prudential of America.

J. Nettelfeld, Great-West Life, chairman membership committee, said that since the end of last year membership had increased from 350 to 462.

**Pueblo, Colo.**—Commissioner Kavanaugh discussed the TNEC investigation and a resolution was adopted supporting his views.

**Austin, Minn.**—A meeting will be held Feb. 10 to discuss the formation of a local association. Hiram Moore, state president, and Herman Rampmeyer, membership representative of the National association, will attend.

**Cleveland**—M. Jay Ream, Pittsburgh general agent Mutual Benefit Life, will speak Feb. 23. He will bring two members of his agency to demonstrate good and bad prospecting in a playlet "Dr. Jeckyl and Mr. Hyde."

The Cleveland women life underwriters will hear Judge Carl D. Friebohn, federal referee in bankruptcy, Feb. 9, on "The Layman's Opinion of Life Underwriters."

**Des Moines**—Lieutenant Governor Hickenlooper will speak Feb. 23 on "Life Insurance as an American Institution."

**Philadelphia**—Milton Sherman, Buffalo manager Connecticut Mutual Life, discussed "Closing."

**Cincinnati**—B. C. Thurman, assistant superintendent of agencies Mutual Benefit Life, will speak Feb. 16 on "The Presentation." Mr. Thurman was at one time a general agent in Cincinnati.

## AGENCY NEWS

### Direct Mail Plan Proves Successful

Breaking the four years record of the Massachusetts Mutual Life agency at Detroit in leading the field in sales following use of its direct mail advertising service, Cleveland nosed in as 1939 leader. Congratulations were extended by Vice-president J. C. Behan to General Agent Elmer W. Snyder and his associates. Miss Lydia C. Kiraly in charge of the agency's direct mail activities was commended by Mr. Behan who said that the usage which any agency makes of the service and the resulting sales largely depends upon the efficiency of the direct mail secretary as a member of the general agent's sales management staff.

Averaging one sale for every 10 prospects cultivated by direct mail advertising and \$5.23 first-year commission per prospect addressed, the Cleveland agents sold \$2,017,000 following use of the service, compared with \$1,934,000 Detroit sales.

#### Effect of Direct Mail

Selling \$17,293,000 last year, following cultivation by direct mail, Massachusetts Mutual agents average one sale among every 11 prospects receiving the advertising.

The direct mail, designed to build prestige for the agent, the company and the industry, includes 17 printed pieces and 23 letters. Reply cards are not used, the intent being for agents to list for advertising cultivation only prospects to be promptly solicited. Without restricting the quantity of mailing pieces agents may use, Massachusetts Mutual recommends a minimum of five prospects weekly, the maximum being as many as can be called on promptly after the advertising is received. Emphasizing the many needs for life insurance, the advertising service includes pieces suitable to both pre-approach and between calls purposes.

Since it was started in 1933, Massachusetts Mutual direct mail advertising has helped agents sell \$100,463,000 earning \$1,176,053 first-year commissions. Last year, 54,000 prospects received 99,000 letters and printed pieces.

#### Quinby Agency Is Feted

For leading the Columbian National Life agencies during 1939 and for winning the Victory Trophy with the largest production in three months Columbian National honored the Thayer Quinby agency of Boston at a banquet. Present as guests from the home office were President F. P. Sears, Vice-presidents J. K. Howard, A. A. McFall and C. C. Mullen.

Master of ceremonies was Mr. McFall who called on several company officers as well as representatives of the Quinby agency for congratulatory addresses.

#### Farewell to G. G. Vance

At Greensburg, Pa., a dinner was held in honor of G. G. Vance, retiring general agent in southwestern Pennsylvania for the Northwestern Mutual Life. Thirty men were present. Prior to the dinner, the incoming general agents, Koop & Winson, held a business ses-

sion, at which all present pledged themselves to write a large volume of satisfactory business throughout the year. Mr. Vance related some of his experiences as general agent for the past 30 years. He is known to many in the life insurance fraternity because in 1903, at age 30, he purchased an ordinary life policy from each of his competitors who would issue an annual dividend policy, and this record of net cost has been kept for the past 37 years.

#### Honor Columbus Agency

COLUMBUS, O.—A dinner was given in honor of the Columbus agency of the Washington National, which made its quota in the last 11 weeks of 1939. On the program were Curtis P. Kendall, vice-president; F. L. Ramey, assistant secretary; R. B. Coonce, special representative ordinary department. T. N. Donahue is manager.

#### Observe Smith's 10th Anniversary

The 10th anniversary of the Paul M. Smith agency of the New England Mutual Life at Columbus, O., was celebrated with a dinner at which speakers included C. F. Collins of the home office, and W. L. Matheny, Charleston, W. Va., former business associate of Mr. Smith. C. A. Corwin, Springfield, O.,

was awarded a cup in recognition of his leadership in 1939.

#### Haviland Honored in Columbus

The Columbus, O., agency of the Connecticut General gave a dinner in honor of F. H. Haviland, vice-president, who outlined the company's program for 1940.

#### King Heads Agents Association

Jules King was elected president of the agency association of State Mutual Life in St. Louis, and E. J. Reilly, vice-president. W. H. Van Sickle is general agent.

W. H. White, Sanford, N. C., has been selected as the honor man of the year in the home office agency of Jefferson Standard Life.

His paid for production was about \$300,000 and his persistency record is outstanding.

Frank T. McNally, Massachusetts Mutual general agent in Minneapolis, started a study course this week that is being attended by about 22. It is directed by C. H. Anderson, assistant general agent, and F. M. Wolfe, supervisor. One of the lecturers will be L. P. McNally, a Minneapolis attorney.

## 1939 Another Good Year FOR INDIANAPOLIS LIFE

Insurance in Force Increased .....	\$ 2,949,842.00
Making Total Insurance in Force ....	111,055,449.00
Assets Increased .....	1,909,017.35
Making Total Assets .....	24,003,829.17
Surplus Increased .....	145,637.02
Making Total Surplus .....	1,512,305.65
Mortality Continued Favorable	
Actual to Expected .....	42.5%
Paid to Policyholders and Beneficiaries during 1939 .....	1,657,941.33
Total Paid to Policyholders and Beneficiaries Since Organization ....	22,531,535.46

\*\*\*\*

Since December 31, 1929

ASSETS HAVE INCREASED .... 129.6%  
SURPLUS HAS INCREASED .... 133.7%

Organized in 1905, as a Legal Reserve, Mutual Company, the Indianapolis Life is now in its 35th year.

"QUALITY, SERVICE, and SAFETY FIRST," has characterized its well-rounded growth through the years.

## INDIANAPOLIS LIFE INSURANCE COMPANY

INDIANAPOLIS, INDIANA

A. H. KAHLER  
Second Vice-President  
Supt. of Agencies

EDWARD B. RAUB  
President

Agency opportunities in Indiana, Illinois, Ohio, Texas, Michigan, Minnesota, Iowa and California.

## THE ROAD FORWARD

The success ahead of a life insurance salesman depends upon five definite things:

1. Himself
2. His field
3. His policy contracts
4. His contract
5. His company

All of these are equally important. If all are good, success can be assured.

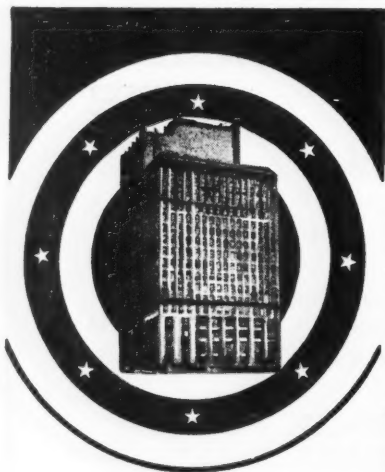
To the man who possesses the right qualifications, we will supply the other requisites—the right field, the right policies, the right contract, the right company. In addition we have a plan to assist you financially in developing a territory.

LIFE • ACCIDENT • HEALTH

Openings in Wisconsin, Illinois, Indiana, Michigan and Minnesota

ADDRESS AGENCY MANAGER

**WISCONSIN**  
National Life Ins. Co.  
Oshkosh, Wisconsin



General Agency  
OPPORTUNITIES  
for good personal  
producers

**Central Life**  
INSURANCE COMPANY  
of Illinois

ALFRED MacARTHUR, PRESIDENT  
211 WEST WACKER DRIVE, CHICAGO

## VIEWED FROM NEW YORK

By R. B. MITCHELL

### YOUNGMAN MAKES FINE START

The A. V. Youngman agency, one of the four greater New York agencies which succeeded the former single New York city agency of Mutual Benefit Life, paid for \$766,850 on 53½ lives in January, its first month, as against \$611,050 on 88½ lives for the New York agency in January, 1939. Leader in paid lives and volume was J. Weldon Currie, with \$187,000 on 5½ lives.

### C. L. U. TO HEAR W. H. BURNS

W. H. Burns, Philadelphia agent who paid for an average of \$2,500,000 a year for the last 10 years, will be the speaker at the monthly luncheon meeting of the New York City C.L.U. Chapter Feb. 8, at the Hotel Martinique. Mr. Burns will show how he uses a newly developed deed of trust in the approach and in the interview, explaining in detail for the first time publicly its unique provisions for programming life insurance and conserving and distributing estate asset. He will apply its principles to average size cases.

### FINANCIAL EDITOR TO SPEAK

C. Norman Stabler, financial editor New York "Herald Tribune," will be the speaker at the next luncheon meeting of the New York City Life Underwriters Association, Feb. 20 at the Hotel Pennsylvania. He will talk on "New York and Its Economic Problems." The meeting will be for members only.

Mr. Stabler is a nephew of the late Walter Stabler, who was controller of the Metropolitan Life for more than 20 years.

### STATE EXAMINERS FEAST

The New York state insurance department Examiners Association held its first annual dinner-dance Monday evening. Some 300 employees of the insurance department, company officials, agents and brokers attended. W. C. Gould is president and W. T. Gray chairman of the entertainment committee. Superintendent L. H. Pink spoke briefly, paying tribute to the worth of the examiners of the department, and stating that a spirit of helpful cooperation exists in the insurance department in greater degree than in any other division of the state government.

### INDICT FORMER SPECIAL DEPUTY

F. J. McDermott, a former special deputy insurance superintendent of New York, has been indicted along with four other men and a corporation on charges of mail fraud and conspiracy. They were alleged to have attempted to defraud insurance companies, banks, and investment trusts of \$3,334,000 by offering bonds on non-existent corporations as security for loans which were to be used to gain control of a number of large corporations.

S. J. Hosted and A. J. Keon, according to the indictment, posed as officers of 15 non-existent corporations, for which the fake bonds were printed, while W. A. Stegman, a certified public accountant, prepared the financial statements of the fictitious companies.

### SIEGEL ISSUES STATEMENT

Morris H. Siegel, who operates Policyholders Advisory Council, has put out a release which in facetious and occasionally bawdy terms attempts to answer some of the points which Albert Hirst, counsel New York State Life Underwriters Association, raised in his article "Under Oath," which appeared in the "Bulletin" of the New York City Life Underwriters Association. Analyzing Mr. Siegel's testimony before the Temporary National Economic Committee and the Piper insurance law revision of the New York legislature, Mr. Hirst alleged a number of discrepancies. The Siegel release's main contention is that Policyholders Advisory Council's

volume of business grew so rapidly that inferences drawn from 1939 figures could not properly be applied to 1938 business.

Asked to comment on the release, Mr. Hirst said that in view of its offensive tone he preferred to say nothing at present but was taking appropriate action, which he said he would disclose shortly.

### ROTARY HEARS ABOUT S. B. L. I.

Members of the New York City Rotary Club heard the virtues of savings bank life insurance extolled at a luncheon meeting at which P. R. Taylor, deputy insurance superintendent in charge of savings bank life insurance, and Everett N. Hatch, executive secretary New York Savings Bank Life Insurance Council were the speakers.

Mr. Taylor said that the response from the public has been "encouraging." Mr. Hatch explained that savings bank insurance was not designed to replace existing types of insurance or to compete with existing agencies but rather to "provide a system for people who wish to apply voluntarily and get insurance at the lowest possible cost."

Elimination of agents and collectors is the basis of the savings in savings bank life insurance, Mr. Hatch said.

### INSURANCE WOMEN TO MEET

The League of Insurance Women will hold a business meeting at 5 p. m. Feb. 13, at the Women's City Club, 20 West 51st street. At the dinner meeting which will follow Miss Winifred McLaughlin, program chairman, will present the speakers, John A. Kelly, death claim division, Equitable Society and L. J. Merrell, attorney, who will discuss what happens to a policy after it becomes a claim.

Mrs. Lillian Joseph of the Home Life of New York, is in charge of dinner arrangements. Mrs. Helen Wolfsohn, head of the league, will preside at both meetings.

### THOMAS AGENCY PARTY

About 350 people attended the "office warming" party of the Thomas agency of the Continental American Life in New York City. Guests began arriving as early as 11:30 and the party lasted until 8:30 in the evening. Many prominent life insurance men attended.

The C. B. Knight agency of the Union Central Life in New York City paid for \$1,805,000 as against \$2,778,801 in January, 1939.

## AS SEEN FROM CHICAGO

### CHICAGO BRANCH JANUARY LEADER

The Chicago branch of the Union Central Life under Manager H. A. Zischke took the lead countrywide in January as a result of much improved general business and the writing of a large pension trust case on a Chicago manufacturing and merchandising company, involving more than 300 employees. This case was written entirely on the retirement income form and involves over \$1,000,000 of insurance. Eugene F. Hiller, a consistent member of the Union Central's \$500,000 Club, was the agent in this case, which put him in the lead for the company countrywide with more than \$1,000,000 of business for January. Other leaders in the agency who paid for more than \$100,000 last month were John Wood, \$200,000, and E. J. Grandson, assistant manager, \$151,000. The Zischke agency has made a specialty of pension trust cases and has written several large ones on this basis.

### EMERY VISITS CHICAGO

H. M. Carmichael of Chicago, general manager of the Oil Insurance Association, gave a luncheon Monday in his city in honor of Col. J. G. Emery, insurance commissioner of Michigan, and L. G. Smith of Grand Rapids, well known insurance attorney. Mr. Carmichael, who is an old friend of Commissioner Emery, desired the western

fire managers and fire organization men to meet the Michigan official. After some introductory remarks, Mr. Carmichael introduced Attorney Smith, who in turn presented the commissioner.

Commissioner Emery is a former local agent and real estate man at Grand Rapids. He came into prominence in years gone by as being national commander of the American Legion.

In his talk he said that there are 711 insurance companies and associations licensed in Michigan. There are approximately 7,500 agents licensed. He stated that a commissioner was considerably more than a policeman. He desired to work out problems as harmoniously as possible. He said that he would stand by insurance companies if they were right. So far as the insurance commissioner is concerned, he said that the customer is not always right.

### RAPPAPORT AGENCY WINS DINNER

The E. S. Rappaport general agency Pacific Mutual Life, Chicago, was the winner in the eastern central division in the "President's Banquet" contest, with the largest percentage of its quota, 120 percent. It also won in the inter-agency six-week contest from the Kansas City agency. The eight winning agencies in the various divisions will be honored by a visit by President A. N. Kemp at dinners which will be held in the various divisions. The dinner in Chicago will

## ASSISTANT DIRECTOR OF AGENCIES

A medium sized mid-west ordinary life company with great possibilities for future development has an opening for the position of assistant director of agencies. In addition to adequate compensation the position offers an unusual opportunity for promotion. Only applicants who can stand rigid investigation will be considered. Age limit forty. Address L-16, The National Underwriter, 175 W. Jackson Blvd., Chicago.



be held April 1. Besides Mr. Kemp, D. C. MacEwen, vice president in charge of agencies, and F. R. Kerman, in charge of publicity, will attend. The Rappaport agency opened March 15, 1939, from scratch and with a limited force has put a substantial volume of business on the books, both life and accident.

#### PLAN CHICAGO A. & H. CONGRESS

Seven headliners are scheduled to talk at the Chicago Health & Accident Association's annual sales congress Feb. 13 at the Morrison Hotel, Chicago. Raymond K. Lake, W. A. Alexander & Co. agent who has produced an application a day for four years, will tell how to prospect effectively. Armand Sommer, assistant to the vice-president Continental Casualty, will tell what the "field underwriter" should know in order to do the best job in selling.

Harold L. Bredberg, vice-president National Service & Appraisal Co., will talk on the inspection of accident and health risks.

J. M. Smith, head of the Continental Casualty's disability division, will discuss group franchise and individual hospitalization policies and the opportunity in these fields.

M. H. Dochin of the Travelers' Chicago office will tell of the best ways to make a successful approach. He will discuss proven technique to use in actual sales demonstrations.

Al H. Blum, a countrywide leader of the Aetna Life in accident sales, will tell why he sells accident insurance. He will explain his successful technique in making his presentation.

Thomas J. O'Neil, Pacific Mutual Life, will represent the Chicago Claim Association and tell what is really paid for under medical reimbursement.

George R. Robson, Connecticut General, is general chairman of the congress, and W. Welsh Pierce, Massachusetts Indemnity, is in charge of ticket sales.

Local agencies and managers are planning to reserve special tables for their producers for the sales congress, which will start with a luncheon.

#### HEIFETZ AGENCY 73% AHEAD

The Samuel Heifetz agency of Mutual Life of New York in Chicago is starting the year well, with an increase in paid-for business of 73 percent over the same period last year, and the applied for business 47 percent ahead. Feb. 1 was Mutual Life's 97th anniversary, and February is "anniversary" or "policyholders" month. The Heifetz agents are putting on a special effort.

#### HOME LIFE GAINS IN STATE

John F. Walsh, Chicago resident assistant superintendent of agencies Home Life of New York, reports that his company's paid business in Illinois in 1939 totaled \$3,261,893; exclusive of annuities and family income extras. This is a 50 percent increase over 1938.

Plans are being made to open additional agencies in Peoria and Chicago.

#### Pirnie's Office Impressive

The Roderick Pirnie general agency of the Massachusetts Mutual in Providence, R. I., is now occupying its renovated quarters in the Turks Head building. It has one of the most attractive and impressive offices in New England. The George M. Parks memorial library with its paneled sides and ceiling, curtains, fire place, books, portrait of Mr. Parks, and a beautiful memorial scroll, presented by Massachusetts Mutual general agents, bring expressions of approval from all who visit it. There is a senior agents' room, as well as a junior agents' room. The agency has shown growing production results within the last year.

Seth B. Thompson, Penn Mutual Life, Portland, Ore., recently named Oregon insurance commissioner, has been incapacitated by influenza for the past ten days.

## RECORDS

**American Mutual Life—Agents of American Mutual Life of Des Moines** made January the 15th consecutive month in which they have beaten the record of the corresponding month of the year before by writing 16 percent more business than in January, 1939. Under the impetus of a production drive, the theme of which was "Roll Out the Barrels—of Apps for George Wall," agents honored Secretary Wall. A feature was a "Birthday Barrel Prize Drawing" with the agents having chances at special prizes in proportion to the amount of business they had written.

**Northwestern National—January** new business was 16 percent greater than for the same month of 1939.

**Manhattan Life—January** sales of new paid-for business were 42.3 percent ahead of January, 1939. An increase of the insurance in force by \$800,000 to approximately \$78,000,000 is reported.

**Continental American Life—January** new premiums established an all-time high, being 5 percent greater than January, 1935, the previous top mark. Paid volume in January was 50 percent above January, 1939, and about equal to the previous high mark in 1935. In February the field force is engaged in a contest to decide who will lay the cornerstone of the new home office building under construction in Wilmington, Del.

## INDUSTRIAL

#### Will Honor Veteran Ek

The agents of the Imperial Life at Asheville, N. C., will celebrate next week the birthday anniversary of Secretary A. W. Ek, who will be 75 years of age, Feb. 12. He was one of the founders of the company. Mr. Ek is manager of the ordinary department and holds policy No. 1 of the Imperial Life. Therefore, the agents hope to round up a fine lot of ordinary business in his honor.

#### Reinsures Industrial Business

The Texas State Life has reinsured its industrial business with the Texas Prudential.

#### Lewis P. Jones in Home Office Post

Lewis P. Jones, who has been manager at Rome, Ga., for Bankers Health & Life of Macon, Ga., has been brought

into the home office organization. He is succeeded at Rome by M. L. Montgomery who has been located at Columbus, Ga.

#### Philadelphia Life Changes

Philadelphia Life expects to get its new rate book in the hands of agents in the next few days. Many non-participating rates are increased. The \$10 disability clause will not be written except on retirement income policies. The \$5 clause will be issued on other forms of policies on which the company now issues the \$10 clause. Disability income

will not be issued on policies for less than \$2,000.

The premium for double indemnity or accidental death will be \$1.50 at all ages but the clause has been liberalized to cover death in fare paying passenger planes.

The issuance of substandard insurance will be handled in a different manner. Instead of rating by advancing the age and cash values, policies will be issued as of the age of the insured with surrender values as of that age and with a somewhat lower extra premium.

Send 50c for Social Security booklet to The National Underwriter.

## AMERICAN SAVINGS LIFE INSURANCE COMPANY

KANSAS CITY, MO.

**SAFETY — SAVINGS — SERVICE**  
**LIFE • HOSPITALIZATION • ACCIDENT & HEALTH**

R. S. TIERNAN, Pres.

J. T. MAYALL, Exec.-Vice-Pres.

K. W. WOOD, Secy.-Treas.

### Financial Statement December 31, 1939

ASSETS	
Cash in Banks	\$ 102,965.77
State, County, and Municipal Bonds	265,675.18
United States Government Bonds	181,448.17
First Mortgage Real Estate Loans	590,752.84
Real Estate (Including Home Office Building)	901,482.14
Loans to our Policyholders	379,954.85
Net Uncollected and Deferred Premiums (Life)	63,394.50
Accident and Health Premiums in course of collection	4,009.35
Interest and Rents Due and Accrued	20,484.00
Other Assets	15,750.93
<b>Total Admitted Assets</b>	<b>\$2,525,917.73</b>

LIABILITIES	
Legal Reserve on Life Policies	\$1,743,781.87
Reserve on Accident and Health Policies	136,421.01
Death Claims (Awaiting Proof of Loss)	7,692.00
Reserve on Accumulated Dividends and Coupons	228,704.67
Reserve for Taxes payable in 1940	8,982.34
Premiums and Interest paid in advance	13,737.11
All Other Liabilities	15,607.56
Capital and Surplus	370,991.17
<b>Total Liabilities</b>	<b>\$2,525,917.73</b>

Paid Policyholders and Beneficiaries since organization \$4,598,447.94.

#### Complete Personal Insurance Service

**LIFE** including all forms—Endowment—Family Group.

**ACCIDENT AND HEALTH**—Modernized Coverage.

**HOSPITALIZATION**—Liberalized Benefit Policies.

#### In a Strong Progressive Old Line Company

More than \$117.00 in Assets for each \$100.00 of Liabilities, a ratio equaled by few companies.

## LIFE REINSURANCE—

## STANDARD AND SUBSTANDARD

## North American Reassurance Company

Lawrence M. Cathles, Pres.

99 John Street, New York

## O'Mahoney Assures of Benign Intent

(CONTINUED FROM PAGE 1)

Declaring that "the criticism which has been made to members of Congress and others about the insurance hearings . . . is unfair and untrue," O'Mahoney reiterated his former statements that insurance witnesses had full opportunity to make any statement they desired and to be accompanied by counsel while testifying. In somewhat less cordial terms than his earlier utterances about "invitations" to the insurance people, O'Mahoney said:

### May Apply for Hearing

"So there will be no possible complaint the committee has authorized me to direct the attention of the insurance industry to the fact that they may make an application to be heard in rebuttal of the testimony so far introduced before the committee. I now wish to assure the companies that their invitation will be accepted within the limitations of our procedure, as followed in the milk hearings, the oil hearings and the latter part of the steel hearings, where the United States Steel Corporation presented its own research."

The TNEC, O'Mahoney revealed, expects to ask no further authorization of funds from Congress but will request the appropriation of \$90,000 which was authorized but not actually appropriated at the last session.

Going considerably beyond his letter to Congressman Taylor of Colorado in which no denial was made of discussions looking toward federal regulation of insurance, Senator O'Mahoney stated in the senate that the committee "has never met to consider recommendations with respect to insurance." He also said that no member of the committee had suggested recommending to the present Congress legislation providing for federal supervision or for some agency of the government going into the insurance business.

This statement, which was in answer to a question by Senator Byrnes of South Carolina, did not fully answer Byrnes' query, which sought light on "whether the committee intends to recommend to the Congress at this session" legislation on supervision or federal competition. O'Mahoney's failure to commit himself on what the committee intends to do or even on what his present views are on what should be done, is regarded as significant, particularly in the light of his rejoinder a few minutes

later when Byrnes showed signs of placing too much trust in O'Mahoney's reassurances.

Byrnes had just said that no matter whether the alarm felt by business men and insurance commissioners is sincere, or pumped up by self-seeking lobbyists, "I am accepting without any question at all the statement of the senator from Wyoming and it demonstrates that many able business men throughout the country have been imposed upon."

"Of course, I cannot pretend to forecast what recommendations the committee may eventually desire to make," O'Mahoney hedged, "but my own well-founded opinion, and I do assert in the most emphatic way, is that somebody has been erecting a straw man for the purpose of knocking him down and at the same time perhaps of casting some impediments in the way of the committee."

Since O'Mahoney has frequently urged "national charters for national business" and has taken the view that the individual's economic freedom must be protected by governmental regulation of big business, and since he failed to deny a prominently headlined Associated Press story of more than a month ago, that the TNEC was "informally" considering several specific ways in which federal regulation of life insurance could be brought about, and particularly since O'Mahoney has never come out flatly and said whether or not he thinks there should be federal regulation of life insurance or not, his latest statement is not easing the tension in insurance circles to any appreciable extent.

### Questioned by Senator King

O'Mahoney's only statement which might possibly be taken to have any reference to the Associated Press story was in his latest remarks in the course of answering a query by Senator King of Utah, also a TNEC member.

"I have questioned members of the committee (the TNEC) with respect to certain published conclusions which were attributed to them and as yet I have been unable to find any member of the committee who would assume for himself the responsibility of making any such suggestions."

However, O'Mahoney's failure to repudiate the AP story fostered the assumption that he inspired it or at least

sanctioned it as a trial balloon to get the reaction of the public, the insurance commissioners and the insurance business without officially putting the TNEC out on a limb. Since O'Mahoney merely told the senate that "the committee has never met to consider recommendations with respect to insurance," but said nothing about possible informal discussions at meetings called for other purposes than specifically to consider recommendations with respect to insurance, the suspicion that the AP story was a trial balloon has not been dissipated despite the obviously reassuring tone of his senate remarks.

### Definite on Agency System

As to government competition with insurance and a desire to ruin the agency system, O'Mahoney took occasion to disavow any such aims on the part of the committee and declared that he was "confident that no such proposal could receive an affirmative vote in the committee, if indeed it should be suggested."

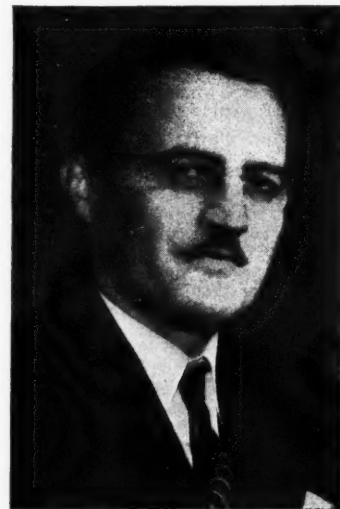
If he felt the same way about government control of insurance he did not say so.

In fact, far from saying anything that might be construed as opposition to federal regulation, O'Mahoney in his remarks in the senate took occasion to poke fun at the companies' present attitude, recalling that in the U. S. Supreme Court cases of Paul vs. Virginia and New York Life vs. Deer Lodge the companies involved were contending that, insurance being interstate, the states should not have the right to "regulate it."

O'Mahoney charged that an article in "Nation's Business" was one of the principal sources of concern that has been felt about the committee's aims, including destruction of the agency system.

"As a matter of fact I have never heard any member of the committee indicate anything but the greatest sympathy for the agency system," he said. "Speaking for myself, I have no hesitation whatever in saying that my deepest conviction is that the solution of the nation's economic troubles does not lie along the road of the expansion of government activity or competition by government with private industry. My conviction is that the best service we can render to the people of the United States is to stimulate free private enterprise. So it would be far from the chairman's thought to give support to any such proposal. And I am confident that no such proposal could receive an affirmative vote in the committee, if indeed it should be suggested."

## Given Advancement



DR. H. C. McALISTER

Dr. H. C. McAlister, formerly associate medical director of the Lincoln National Life, has been elevated to medical director (reinsurance). He was graduated from the University of Toronto with an M. D. degree. During his undergraduate days at the university he held a fellowship in anatomy. Following four years of service in the Canadian Army Medical Corps (overseas) he began private practice in Winnipeg, Man. He joined the medical faculty of the University of Manitoba as demonstrator and lecturer, and in 1921 became affiliated with the Northwestern Life of Winnipeg as medical director. In 1922 while with the Northwestern Life he visited the Lincoln National Life to delve into the science of insurance medicine. Four years later, as a result of these visits, he became associated with that company.

miles per man to attend the first 1940 life insurance school of the Aetna Life. Five weeks of intensive training in life, accident and group insurance was completed Feb. 8 when Vice-president S. T. Whitley addressed graduating students and guests.

More than half the enrollment for the spring session, which convenes on April 8 for five weeks, has already been completed. Instructors are E. H. Snow and W. C. Abbey, field supervisors, and E. M. Reed, agency assistant.

### Launch Dallas College Course

Organization of a course in life insurance for Dallas College, the downtown evening school of Southern Methodist University, has been completed under the direction of S. J. Nadel, unit manager in the Dallas agency of the Equitable Society, instructor. The course, which carries university credit, will cover the theory of life insurance, its purpose and uses, measurement of risks, types of contracts and the principles and psychology of selling life insurance. Sessions will be held twice each week.

### Will Exact Penalties in Pa.

Commissioner Taggart of Pennsylvania has issued a warning that he will exact the penalties of the law upon those companies that do not file their annual statements by March 1. The penalty is \$100 for each day's delay.

Field men for Capitol Life have received complete sales equipment for the new family group policy. Complete with sales guide and descriptive booklet, in addition to the usual helps, the kit is a valuable addition. A condensed application form accompanies this contract.

## Forging Ahead with Security

Every Security Mutual Life agency is a hub in the wheels that are moving onward. New policies, new sales plans, new features of life insurance service—make for progress of both the Company and its agencies, and of every spoke in every wheel.

## Security Mutual Life Ins. Co.

Frederick D. Russell, Pres.

BINGHAMTON, N. Y.

## SAVE MONEY WITH



Many Insurance Company organizations are saving money by using the Vari-Typer . . . the composing Type Writer with changeable faces and spaces. This compact office machine reduces composition and printing costs for rate schedules, office forms, bulletins, booklets, folders, etc. Investigate the savings possible on all your required printing.

WRITE TODAY for new demonstration portfolio. "How Insurance Companies are Saving Money With Vari-Typer", with actual samples of work produced.

RALPH C. COXHEAD CORPORATION  
MANUFACTURERS OF VARI-TYPER

333 Sixth Avenue

New York, N. Y.

## Several Companies May Be Criticised

(CONTINUED FROM PAGE 3)

presented to him which in any way altered the statement made by Associate Justice Douglas of the U. S. Supreme Court, while chairman of the SEC, that the companies in question are sound and there is nothing at all to indicate the slightest weakness in the policies in the major companies.

### Lincoln Historical Piece

"Lincoln's Autobiography," a reproduction of a rare sketch of the Great Emancipator's life written in his own hand, has been issued by Northwestern National Life as item No. 31 in its historical series. Copies have been supplied to agents for distribution in connection with Lincoln's Birthday. This brief account of his life was written by Lincoln Dec. 20, 1859, the year before his election to the presidency, in a letter to a Judge Jesse W. Fell, who had requested the information.

### Aetna Life Insurance School

HARTFORD—Diplomas were presented to 42 company representatives who had traveled an average of 1,800



## LEGAL RESERVE FRATERNALS

### Additional Programs for N. F. C. Meeting

Programs for the meetings of the presidents and press sections of the National Fraternal Congress at the mid-winter convention in Chicago, Feb. 21-22, and of the Fraternal Society Law Association, associated organization, which also will meet there, are announced this week.

The program for the presidents section meeting is incomplete. O. E. Aleshire, president Modern Woodmen, Rock Island, Ill., section president, announced Insurance Director Palmer of Illinois is expected to speak the afternoon of Feb. 21. The first thing at the opening session that morning will be an address by Dr. Harold Leonard Bowman, minister First Presbyterian church, Chicago, on a topic allied with psychology or mental health. The afternoon of Feb. 22 there will be a practical paper on "Investments" by J. M. Fitzsimmons, manager of the investment department Modern Woodmen.

The rest of the program, Mr. Aleshire stated, will be of practical nature, pertaining to the principal business of presidents of fraternal societies. The general topic that will run through the whole program will be "Better Business Management," with particular reference to field work. Some subjects to be handled are "Lay Underwriting," "Organization of Field Forces," "Loans and Advances to Field Workers," "Ethics of Employment of Field Workers," "Commission" and "Persistence of Business."

#### Plans of Press Section

The press section plans to hold its usual breakfast at 8:30, Feb. 21, with a talk on "Fraternalism—What It Can Mean," by Harold Smith, supreme counsellor United Commercial Travelers, Columbus, O., and the business session afterward. President James G. Daly will preside. Miss Frances D. Partridge, N. F. C. president, will present the greetings of the parent body.

Addresses to be given are: "First Aid to the Lodge Press Agent," Harry Dodgson, editor, "The Fraternal Monitor," Rochester, N. Y.; "Where Are Your Fifteen Million Readers," Walter Basye, editor "The Fraternal Age," Rochester, N. Y.; "Planning and Printing a Fraternal Magazine," J. T. Carroll, Carroll Press, Columbus, O.

The press section breakfast is open to all members of the congress, the hour is 8:30 sharp to allow for prompt adjournment at 9:45. Mrs. Mary Baird, Woman's Benefit, Port Huron, Mich., is secretary-treasurer.

Addresses to be delivered before the Fraternal Society Law Association meeting are: R. J. Mohan, attorney, St. Paul, "Beneficiaries Under Fraternal Certificates;" O. S. Wells, assistant general attorney Woodmen Circle, Omaha. "Aviation and Estoppel as Applied in a Suit on a Fraternal Insurance Con-

tract," A. W. Fulton, general attorney Security Benefit, Chicago, "Wrongful Termination of Policy by Insurer—Is Further Tender Excused?"

Arthur J. Abbott, Detroit, is president, and Richard F. Allen, Topeka, secretary-treasurer.

Justice George E. Bushnell of the Michigan supreme court will be the guest speaker at the Washington Day luncheon to be held in Hotel Morrison, sponsored jointly by the congress and the Fraternal Society Law Association. The Washington Day luncheon, with an address by an outstanding man, is an annual feature of the midwinter meeting.

### Fraternal Improve Selection Technique

Some of the fraternal leaders report that the results of improved underwriting technique among the societies are already being demonstrated. The societies generally are paying a great deal more attention to the underwriting department than in the past.

Many societies heretofore pursued a very liberal policy in the reinstatement of lapsed contracts. A new policy would be issued upon the presentation of a new application. Today, however, an application for reinstatement is scrutinized by many of the societies even more carefully than one for new insurance.

In the past the word of the medical examiner was about the only one in many societies that was taken into account in passing upon the desirability of applicants. Now, in addition to the medical examiner, many fraternal maintain lay underwriters, whose work is comparable to that of the underwriters in the regular companies.

The fraternal recognize that the lodge system is not nearly as potent an influence as it was in former years and much of the business is now being sold by established agents whom the society is supplying with educational and selling material.

More young men are being developed in both the field and at the home offices. Instead of devoting most of their attention to getting together delegates for the annual meetings, the state managers of many societies now are developing and supervising salesmen in their territory, much as a state manager or general agent operates for old line companies.

Some of the fraternal have improved their situation by eliminating persons who were drawing substantial sums for performing rather minor work.

### Utah Congress Dinner to Be Held on Feb. 28

The Utah State Fraternal Congress will hold its annual dinner meeting in Hotel Utah, Salt Lake City, Feb. 28. Mayor Ab. Jenkins of Salt Lake City, C. C. Neslen, Utah commissioner and president National Association of Insurance Commissioners, and O. E. Aleshire, head of the Modern Woodmen, Rockford, Ill., will be on the program. Mrs. Isabelle Murphy, Salt Lake City, is president.

She and her staff, elected in December, were installed at the monthly meeting last week. E. G. Sunderland, past president, was installing officer. The other new officers are: First vice-president, Ray C. Mansuy, second vice-president, Mrs. Rachel B. Daniels; secretary-treasurer, E. H. Darling; executive committee members, Mrs. Della B. Thompson, Mrs. Agnes M. Bess, A. E. Konold and D. W. Evans. The ladies degree team of Woman's Benefit assisted in seating the new officers.

### Cannon Honored at Dinner on His 76th Birthday

Thomas H. Cannon, head of the Catholic Order of Foresters, Chicago, was

honored by members of the high court and department heads at a dinner on his 76th birthday. T. R. Heaney, C. O. F. secretary, was toastmaster. Features were an elaborate birthday cake presented by the Morrison hotel where the meeting was held, and the C. O. F. name erected in electric lights outside the hotel.

Mr. Cannon was presented 12 custom made shirts and he gave each member of the high court a set of cuff links. He was elected high court trustee in 1891, was high secretary in 1892-93 and became high chief ranger in 1894. He has held the latter post for 46 years and has been a member of the high court for 49 years. He is past president and secretary National Fraternal Congress.

Mr. Heaney observed his 10th anniversary as high secretary. He was chief ranger of Illinois 1925-30, then was elected high court trustee, and became secretary Feb. 1, 1930. He presented each member of the high court a clock.

### W. O. W. Members Given Refund

A million dollar refund of payments was shared in by nearly 300,000 members of Woodmen of the World, Omaha. The total returned to members since organization is more than \$21,000,000. According to De Emmett Bradshaw, president, while the majority of the checks were mailed to members in the United States, about 50 are destined for other lands scattered over the world. The society, he said, has paid to living members and beneficiaries \$317,000,000 in its 50 years. Assets are in excess of \$129,000,000, he reported. The W. O. W. was founded in Omaha June 6, 1890. It soon will celebrate its golden anniversary.

sary and a nationwide membership campaign is under way, to be climaxed by local celebrations in hundreds of cities June 6.

### A. O. U. W., Kan., to Change Basis

The A.O.U.W. of Kansas has decided to go on a lower interest assumption basis in writing adult policies. It has been on the 4 percent American Experience Table. The matter is now being considered with the consulting actuary to determine the proper rate to use, which will be either 3 or 3½ percent. The new basis will not affect policies already written, but only the new issue in the adult department. The decision was made at a special session of the grand lodge held late in January at Newton, Kan., the board being empowered to act.

### Ransford Assistant Secretary

DETROIT—George Ransford, resident attorney of Gleaner Life, was advanced to assistant secretary at a meeting of the board. He took pre-law studies at University of Michigan, spent three years with a bank here, then joined Gleaner legal department in 1934 and completed his law studies at Detroit College of Law in 1937.

### Approve Company Dissolution

The Nebraska department has approved dissolution of Northwestern Life of Omaha, which was organized in 1921 and reinsured in American Reserve Life two years ago. The company states that it has paid 180 percent on all outstanding stock.

## THE PRAETORIANS

National Headquarters—Praetorian Building

DALLAS, TEXAS

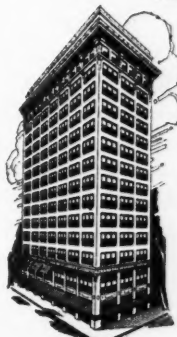
ORGANIZED—1898—OVER FORTY YEARS OF INSURANCE SERVICE

Issues FRATERNAL LEGAL RESERVE LIFE INSURANCE on standard forms, ages 0 to 60. Amounts \$200 to \$20,000.

Operates strictly on the LEGAL RESERVE PLAN. Realizing that it is the LEGAL RESERVE that puts the safety under policies regardless of whether the system is Stock, Mutual or Fraternal.

If it is LEGAL RESERVE, the strength is there.

Pays Seventeen Different Ways



Praetorian Building  
Dallas, Texas

## Gleaner Life Insurance Society

Detroit, Mich.

Founded 1894

Legal Reserve Life Insurance for men, women and children from birth to age 65. Operating in Michigan, Ohio, Indiana & Illinois.

H. H. Hackett, Pres.

R. M. Norrington, Field Supt.

## PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

### A Legal Reserve Fraternal Insurance Society

S. H. HADLEY Supreme President

L. D. LININGER, Supreme Secretary

SHARON, PA.



A Legal Reserve Fraternal Life Ins. Society  
309 W. Jackson Blvd., Chicago

### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller  
Supreme President

Frances D. Partridge  
Supreme Secretary

Port Huron, Michigan

## Union Mutual Gets Mass. Accident

(CONTINUED FROM PAGE 1)

Fifty percent of all profits from the continuance and renewal of existing cancellable policies, will be turned into the non-cancellable fund for the benefit of the non-can policyholders. In addition, this non-cancellable fund will receive one-half of all the profits derived from all new cancellable policies for a period of five years from the date of the agreement. The agreement sets forth in detail the method for valuation of securities and for determination of profits in the handling of the cancellable business. The non-can fund is to receive interest at 3 percent. Operating expense in the non-can department of the reinsuring company is not to exceed 15 percent of the net premiums, plus out of the office costs. All future premiums on the non-cancellable business go to the reinsuring company for deposit in the non-cancellable fund.

On all claims pending or filed not later than 20 days after the effective date of the agreement, the claimants under non-can policies would receive 50 percent of the indemnity provided in their contracts. Claims arising later are to receive from 25 percent to 100 percent of the indemnity depending upon the con-

tract forms and the attained age of the policy owner. The holder of an original renewable-for-life policy, age 63, would get 25 percent of the policy indemnity and if age 55 would get 40 percent, with gradations for intervening ages. This scale applies to forms 147, 151, 151A, 153, 153A, all without rider 157.

For contracts renewable to age 65, indemnities run from 30 to 40 percent depending upon age. For contracts renewable to age 60, indemnity percentages run from 32 to 40 percent, ages 55-59. All issues of form 501 would receive indemnity of 65 percent and all issues of form 300, 300A, and 300B would receive 100 percent. The indemnity schedules and set up are based on the experience of the company.

### Life-Renewal Contracts

For life-renewal contracts, there would be renewal rights to age 60 for those policy owners under age 55 while those 55 years or more of age would be given the privilege of five years renewal on any of the old contracts providing renewal for life or renewal to age 65. Principal sums would be paid in full. Premiums would remain the same as were regularly paid before. Whenever there is sufficient surplus in the non-can fund to warrant adding at least 2½ percent of the amount of the original indemnities, then the commissioner of Massachusetts may direct larger payments. When the non-can fund has been

reduced to \$50,000 there will be a final adjustment of indemnities to be paid.

Twenty percent of the non-can policies of Massachusetts Accident now in force are in the renewable-for-life class. Nearly all of the remainder are renewable to age 60. All provide life indemnity. The first procedure of the department was to set a limit on the renewal age in order that some basis might be used for setting a minimum figure of indemnity payments below which it is believed these indemnity payments would never go. It was a purpose of the department to set up the indemnity schedule so that the payments to claimants might never fall below the original amount set.

The chief objective of the department was to realize everything possible for the non-can policyholders. Ordinary liquidation would have lost entirely for these policyowners any value of the existing agency plant. This plant has continued to produce premiums at the same level in 1939 as in 1938. The total cancellable premiums, the only class written for several years, in 1939 totalled \$726,335 as compared with \$691,954 in 1938. This in spite of a withdrawal from one state represented in the 1938 figures. The company lost no important agencies in 1939. The loss ratio in 1939 was approximately 49 percent. It is calculated on a reasonable basis that the non-can fund may receive as high as \$300,000 under the profit arrangement.

The claimants will get regular incomes extending as long as the disability instead of getting lump sums after possible long delay and effort to prove the amount of the claim. Under the commissioner's plan deduction for liquidation expenses which under old methods might easily have reached \$250,000 will moderate.

President R. E. Irish of Union Mutual states that the business of Massachusetts Accident will be operated as a department of Union Mutual with Chester W. McNeill as manager. Mr. McNeill, who is president of Massachusetts Accident, will become vice-president of Union Mutual.

### Statement By Harrington

Commissioner Harrington said: "After several months of careful study, we have concluded that it is in the best interest of the policyholders of the Massachusetts Accident Company that a reinsurance and management agreement be consummated. The Union Mutual Life Insurance Company, a sound and well managed company, has made arrangements to write accident and health insurance. The proposed contract, which we have petitioned the court to approve, in our opinion safeguards the interests of all policyholders of the Massachusetts Accident Company and all interested persons, insofar as the assets of the company permit.

"These benefits for non-cancellable policy owners have been computed by an impartial actuary employed for the purpose by the Massachusetts insurance commissioner, and verified by the actuary of the Massachusetts department.

"Every possible plan was given consideration by the Massachusetts department, but all other plans were rejected because of the fact that the benefits to the non-cancellable policyholders under the agreement offered the best results.

"The Union Mutual Life is a sound financial institution, 92 years old, and is presently successfully operated by competent management."

## General Agents Name J. H. Hooper

(CONTINUED FROM PAGE 4)

advertising of the agent; 4, Four tested approaches.

Two new books were distributed covering the new program. "The Provident Plan," by E. Milnor Bechtel, outlines the philosophy behind the program and "You Are Important People," written

by Ernest A. Farrington in collaboration with Mr. White, presents a visual study of the background and objectives of the "ten-a-month plan" developed by Mr. Wise when he was general agent at Reading. The plan has since been adopted by a number of agencies.

Clancy D. Connell, New York, told of the benefit of the company's traditions. Looking to the past is profitable only if it serves to chart a course for the future, he said.

### Young Man in Life Insurance

"Does the young man belong in life insurance?" asked J. Stinson Scott, Rochester, in the following day's session at which A. Morse Baker, Philadelphia, served as chairman. In answer to his own question, Mr. Scott submitted figures from a questionnaire of Provident Mutual agencies showing that only 17 percent of the general agents have been 30 years of age when they entered the business and that 50 percent were 25 years or younger. Only one was 40 years of age.

Methods of recruiting young men were outlined by George P. Shoemaker, New York, who has been very successful in this field; and training methods were presented by Samuel P. Quarles of Kansas City. Both men indicated a proper attitude in the agency itself as essential. Lowell W. Davis, Hartford, told of the successful means used to get young men into production, and W. Lawrence Rotz, Decatur, outlined the various steps of supervision employed in order to prepare the new agent for his task.

### Advertising to Feature Anniversary

Advertising and publicity for the year will center around the 75th anniversary observance, C. Sumner Davis, editor of publications, stated at the final day's session. Included in the program will be special newspaper and insurance journal advertising; a telephone hook-up on the company's birthday with President Linton as the speaker; and an anniversary sales drive from Feb. 22 until March 22. Special awards will be made to all agents who secure a quota of four applications or \$15,000 of business during this period. Regional conventions will be held at Del Monte, Chicago, and Atlantic City, at which special anniversary sessions similar to those held at Palm Beach will be featured, according to Mr. Davis.

### Reviews Underwriting Changes

Vice-President F. Phelps Todd discussed some of the underwriting problems of the day and indicated changes in the basis of underwriting which would be attempted throughout the year.

The meaning of true mutuality was discussed by Edward W. Marshall. Objectives should be a low rate of mortality; economy in expenses; prudent investment of money; and liberality to the insured.

Paul Loder, Philadelphia, pointed the way toward the accomplishments of 1940. He emphasized the need for keeping on the offensive; and of taking courage to go forward.

Vice-President Wise devoted his closing remarks to the status and benefits of the American agency system which, he said, "will last as long as it should last, and no longer. When it serves its usefulness it will cease to be. But as long as it is possible to get good agents to do a good job there will be no sign that the agent can effectively be dispensed with."

President Linton closed the meeting with a short summary of the high spots of the convention and his best wishes to the general agents for the year 1940.

The Provident Round Table is holding its convention at Palm Beach this week.

W. V. Woollen, agency vice-president of Capitol Life, is visiting agencies in California, Oregon, and Idaho this month. In company with Northwest Supervisor Maurie Smead, he will cover the northwestern territory, where a number of new agencies have been established.

# ACTUARIES

## CALIFORNIA

Barrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
CONSULTING ACTUARIES  
582 Market Street 437 S. Hill Street  
SAN FRANCISCO LOS ANGELES

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**HARRY C. MARVIN**  
Consulting Actuary  
221 E. Ohio St.  
INDIANAPOLIS, INDIANA

## DISTRICT OF COLUMBIA

Specialty, Income Taxes of Insurance Companies  
**WILLIAM W. CHAMBREAU**  
Consulting Actuary and Tax Consultant  
Organization, Management, Tax Service  
Investment Bldg., Washington, D. C.

## MICHIGAN

**JAMES W. GLOVER**  
Consulting Actuary  
Life Insurance—Retirement Funds  
620 Oxford Road  
Ann Arbor, Mich.

## ILLINOIS

**WALTER C. GREEN**  
Consulting Actuary  
Franklin 2833  
211 W. Wacker Drive, Chicago

**DONALD F. CAMPBELL**  
and  
**DONALD F. CAMPBELL, JR.**  
Consulting Actuaries  
100 N. La Salle St. Chicago, Illinois  
Telephone State 1336

## NEW YORK

Established in 1885 by David Parks Fackler  
**FACKLER & COMPANY**  
Consulting Actuaries  
Edward B. Fackler Robert D. Holman  
8 West 40th Street New York City

Consulting Actuaries  
Auditors and Accountants  
**S. H. and Lee J. Wolfe**  
Lee J. Wolfe  
William M. Corcoran  
Joseph Linder  
116 John Street, New York, N. Y.

## HARRY S. TRESSEL

Certified Public Accountant and  
Actuary  
10 S. La Salle St., Chicago  
Associates  
M. Wolfman, A. A. I. A. Franklin 4030  
N. A. Moscovitch, Ph. D.  
L. J. Lally

## PENNSYLVANIA

**FRANK M. SPEAKMAN**  
CONSULTING ACTUARY

Associate  
Fred E. Swartz, C. P. A.  
E. P. Higgins  
THE BOURSE PHILADELPHIA

## INDIANA

**Haight, Davis & Haight, Inc.**  
Consulting Actuaries  
FRANK J. HAIGHT, President  
Indianapolis—Omaha

When Writing to Advertisers  
Please Mention  
THE  
NATIONAL UNDERWRITER



# Sales Ideas and Suggestions

## Agency Leader in Chicago Speaks About Fundamentals

Henry W. Shedd is the volume leader in the Hobart & Oates Northwestern Mutual agency in Chicago. He is very systematic in his work. He makes between 50 and 70 calls every week. He spends but comparatively little time in his office as he has a secretary attend to all details. He has the city mapped out so that his prospects are located by buildings or sections.



H. W. Shedd

Therefore, he loses but little time in making his rounds. If he is called to a certain building then he gets out his file and ascertains what prospects he has in that building and sees them. He does not spend any time in bemoaning his fate or business conditions. He simply forges ahead and sees people. He made a talk at one of the Monday morning meetings in his agency in which he outlined his idea of fundamentals in selling. He said:

"Why do men buy life insurance? What prompts men to make regular deposits year after year often at the expense of current needs and wants? The one impelling all powerful motive is the human desire for security.

"This may be divided into two main objectives—security for his family if he dies before seeing his plans through personally—and security for himself when he has outlived his usefulness as a producer. Every honest father and husband with vision must and will admit this.

### Advise Use of Services

"Assuming our prospects will agree to this directly or indirectly—our job is to get action. We must first secure pertinent facts about the man's situation then set them up in a clear, concise way so that the existing needs shall become apparent to him. Each individual agent must accomplish this in his own way. As the years go on, many influences such as elementary training courses, advanced underwriting course, CLU, tax services, etc., enable us to more intelligently perform our job—and in my opinion none of us can afford to overlook their value. We do not want to be novices after 20 or 25 years in the business by merely plodding along without taking advantage of new ideas.

"However, under present day conditions, we are constantly faced with the irritating distractions of congressional investigations, 'Wagnerian' proposals (so to speak), uncertainty of general conditions, and the resulting unwillingness on the part of the people to make decisions. We cannot laugh this off—but neither can we afford to become nervous and excited, because we may have to encounter it in varying degrees for some time to come.

### Stick to Old Fundamentals

"Therefore isn't it imperative that we revert to and presently stick to the old solid fundamentals (tempered to an intelligent degree with modern developments) which always have and always will sell life insurance. In spite of social security men want to create an independence of their own—in spite of group insurance, men want to control

the disposition of funds created by their savings for the future of their dependents—in spite of inflationary hysteria men want dollars delivered at the crucial time. You all know what I mean—human nature does not change—children must be educated, wives still need income after their husbands are gone and old men will still need to eat after 65.

### No 40 Hour Week

"I cannot tell you of any magic formula to secure business through the mails. I cannot tell you how to mesmerize prospects on the phone. But I can tell you that a 40 hour week may be all right for plumbers, printers and painters. But I can tell you a day in the office fussing with details is, to me, far more tiresome than walking the streets at least trying to see people.

But I can tell you that watching the papers for accounts of weddings, births, business changes, etc., is never a waste of time for often the smallest hint may lead to surprising results. But I can tell you that two or three evenings a week in a prospect's home is profitable. But I can tell you that carefully planned days spent out of the loop—generally result in 50 percent more calls. I have one man who can be seen only at 7 in the morning and another after 10 at night.

### Reasons That Motivate Buying

"I do know that the same simple reasons motivate people to buy now that did 20 years ago. I do know that procrastination in human nature will never change, both as applied to ourselves and our prospects. I do know

it is vital to have some kind of plan that works for you and that it is imperative to follow it religiously in spite of all distractions. Some of you will recall hearing of the agent who was forced by circumstances to work at night only—and through a unique plan sells in the loop from \$200,000 to \$300,000 annually. I do know that the law of averages still works for the newest and dumbest of us—provided we give it a chance.

"I do know that men buy through their hearts and not through their heads and often the simplest suggestion results in business—where a learned discourse on rates and values may fall on barren ground. I do know that ownership of a life insurance contract is more than ever a source of pride and satisfaction.

### Had Some Bad Luck

"For me, the past four or five months have brought more thrills and disappointments than any previous period in my recollection. Among them, the man who agreed after hours, days and weeks of patient intensive nerve-racking, cultivating, to buy 50—was suddenly confronted with a forgotten income tax of \$16,000, two days before he was to give me a check, and the man who without recent solicitation phoned to be examined for \$20,000—and so on down the line. Again, the law of averages will work in 1940 as it did in 1920. While it may be true that pension trusts, large tax cases and corporation, and group cases are the coming source of profitable business, and while we probably should devote a certain amount of time to these cases, I still contend that for most of us to follow the time tried fundamentals on average cases, is now and always will be the smartest course.

"Who are we—in the midst of limitless opportunities—to pick and whine about bad business conditions?"

## Advice Given by a Leader as to Insurance Work

CINCINNATI—S. W. Sturm of Mutual Benefit Life in the J. S. Drewry agency has the remarkable achievement of having written \$52,400,000 life insurance in the 28 years he has been in business. He led all agents of the company in the amount of business paid for last year, repeating his performance for the 10th time he has been in business, and extending his \$1,000,000 or better years to 19.

The fact that Mr. Sturm has a truly professional attitude toward his work, was willing to pay the price, is an indefatigable worker, and has a thorough knowledge of life insurance are undoubtedly responsible for his unusual results.

Mr. Sturm said that when he started as an agent, life insurance was regarded as sort of a hand-out or charity business which was given to men who had been failures in everything else. Today, he said, he is ready for the negative attitude which the public still has toward life insurance, expressed in the phrase, "you have to die to win," and he is prepared to show the prospect how life insurance will not only keep an estate liquid, but furnishes the cash necessary to pay administration costs and taxes.

### Must Inspire Confidence

The agent must have the complete confidence of his assured. Mr. Sturm said, or he is not able to do an effective job. Mr. Sturm stated that he made a

thorough study of the case before he approached the prospect at all and was then able to give him suggestions on how life insurance could solve his financial problems. An agent does not really service his assured until the business has been in force for some time, Mr. Sturm said. He makes a regular practice of going over his assured's policies to insure that their protection is up-to-date and meets present day needs. Wills made 5, 10, 15, or 20 years ago may be entirely out of date because of changed conditions in a family and the same thing is true of life insurance, he said.

A prospect whom he expects to close for \$400,000 asked, after expressing his appreciation for the suggestions Mr. Sturm had made, how he had happened to call, and wished to compensate him for his services. Mr. Sturm replied that an assured had been very pleased with his work and had given the prospect's name as one who might need a similar service. He added that he worked on the law of averages and if the prospect were able to follow out his suggestions, even though he did not buy from Mr. Sturm, he would receive his compensation from other cases. In order to make suggestions in that particular case, Mr. Sturm found he needed income statements, a list of securities owned with their values, and a statement from the man as to his net worth. The prospect had a large line of life insurance, but his affairs were in a

"mess." The personal affairs of successful men are likely to be in a scrambled condition because they have given 100 percent of themselves to their businesses, Mr. Sturm said. Mr. Sturm keeps similar information on many of his assured in his files and is able to give them the information in past years when it is needed.

### Sees a Great Future

Life insurance has a great future in the United States under the American way of living, Mr. Sturm feels. As long as there is a high standard of living, the desire to provide for dependents, American big business, and a capitalistic society, there is need for the life insurance agent's services. Mr. Sturm has a daughter living in Europe and makes a European trip every year. He said that in European countries it is customary to have big families. When the parents grow old, it is felt that the children owe it to their parents to take care of them. In the United States, the desire is to be financially independent and a burden to no one. In England, annuities are widely purchased to give an income to the individual, but not much attention is paid to providing for dependents.

Mr. Sturm's last case was one for \$600,000, written to insure that an interest in a large corporation would pass intact to the children of the assured without the forced sale of stock to pay estate debts and taxes.

Starting in business at the age of 45, Mr. Sturm is now 73. He was honor guest at a testimonial dinner in Cincinnati which John R. Hardin, president of the Mutual Benefit and other officials attended.

## Protective Life Brings Out "Self Protective Estate"

Protective Life has brought out an insurance analysis scheme along the lines that are being emphasized in the sales procedure of many companies these days. It is entitled "Self Protective Estate." It is designed for quicker, shorter program selling.

The plan consists of a folded, pocket sized sheet, the same size as a properly folded application blank. The sales plan is clipped to a folded application blank, so that when the plan is introduced the application blank is brought out with it. This is intended to avoid the usual awkward delay in getting out the application blank.

The first part that comes to the prospect's eye consists of a number of items under the heading "What Do I Want My Life Insurance To Do?" Therein appear six needs for life insurance and there is this statement: "No one else can make my program for me, for my needs are my own problem." The next section is entitled "My Own Family Picture." Then there is the item "Cleanup Fund," then emergency income for family for the readjustment period, then regular family income, then amount needed for educating children, miscellaneous needs and finally the requirements for retirement income for the prospect.

Sooner or later in marking down these needs, the prospect will find that he has exhausted his present insurance, Protective Life asserts.

### Little Things Really Count

Little things really count, Kenneth Miller, supervisor of agencies Atlantic Life, told the Richmond Association of Life Underwriters. Often they mean the difference between failure and success, he said. If the little salesman, for instance, will make it a point to look after the details, he will find that more often than not he will grow into a big salesman.

## Annual Statements Show Growth of Life Companies

(CONTINUED FROM PAGE 2)

miums. Since organization Wisconsin National has paid to policyholders and beneficiaries \$10,270,926.

### WESTERN LIFE OF MONTANA

The Western Life of Helena, Mont., is issuing its 30th annual statement this year. Its assets are \$14,903,973, of which \$6,581,514 are bonds and stocks, 44.16 percent of the assets. Federal bonds are \$1,376,500, municipals \$1,670,526, railroads \$1,397,219, public utilities \$1,306,967. Its mortgage loans are \$4,427,960. It has no real estate. It carries its home office building at \$1. Its policy loans are \$3,010,354 and cash \$302,467. Its capital is \$500,000, voluntary contingent surplus \$350,000 and net surplus \$1,500,000. For each \$100 of obligations, the company has \$108.72 in resources.

### RELIANCE LIFE

Reliance Life has issued its new annual statement showing assets \$124,078,-

321, policy reserves \$107,127,884, reserve for contingencies \$533,088, capital \$1,000,000 and net surplus \$3,638,606. Premium income was \$16,705,773 and total income \$24,175,922. Death claims were \$3,988,183, matured endowments \$1,021,378, surrenders \$2,618,963, dividends to policyholders \$1,456,276, total paid policyholders and beneficiaries \$10,318,535, total disbursements \$16,422,298.

### MIDLAND MUTUAL LIFE

Assets of Midland Mutual Life of Columbus, O., are now \$31,461,857, an increase of 6.73 percent. Insurance in force is at a new high, standing at \$117,556,709, a gain of 3.06 percent.

Policyholders surplus amounts to \$2,570,340. Total income was \$5,881,840 and exceeded disbursements by \$1,962,867. Payments to beneficiaries and living policyholders were \$2,341,923 of which \$353,436 was matured endowments, \$497,580 dividends. The ratio of actual to expected mortality was 43.27.

President G. W. Steinman issued a statement regarding the great record of life insurance and pointing out that it has been accomplished under strict investment laws and with the thorough supervision in the various states in addition to wise management of the companies themselves. The record of life insurance, he said, speaks eloquently for the efficiency and success of state supervision, state laws and the agency system. Mr. Steinman declared that he made this statement "because of apparently unwarranted suggestion that federal supervision and control of life insurance companies be superimposed upon or substituted for state supervision and because of certain criticisms which seem to be directed at the agency system which has been so successful."

### NORTH AMERICAN LIFE

The North American Life of Chicago, in its new statement, shows that of its total assets \$594,151 or 4.52 percent are in cash, \$4,446,102 or 33.86 in bonds, \$1,470,353 or 11.2 in mortgages, \$2,156,970 or 16.43 policy loans, and \$3,554,040 or 27.07 in real estate. The company exceeded its 3½ percent interest requirement by more than \$9,000 as compared with a deficiency of about \$36,000 a year ago. The real estate earned 2.07 percent net or about double the rate for the preceding year. President E. S. Ashbrook states that the officers are following a definite program for conservative liquidation. Last year they sold 80 properties for \$428,000.

Its premium income last year was \$1,758,575, total income \$2,247,435, paid policyholders \$1,221,278, total disbursements \$2,156,183. The assets are \$13,130,760, capital \$500,000, net surplus \$375,805, increase \$91,252. Its insurance in force was \$67,225,243. Its new business was \$10,385,000. The insurance in force increased \$1,500,000.

### OLD LINE LIFE

Assets of Old Line Life of Milwaukee increased to \$22,628,598 and exceed policy reserves and other liabilities by \$2,211,278, which is equal to \$1.10 of assets for each \$1 of policy reserves and current liabilities.

Of the assets 31.47 percent is in cash and bonds, the bonds having a market value of \$200,293 above the value shown; 34.88 percent in mortgages on improved city and farm properties; 11.44 percent in loans to policyowners; 19.25 percent in contracts for deed and unencumbered real estate.

Gross rents and interest on real estate was in excess of 7 percent. Improvements on these properties are depreciated each year and total depreciation since acquired amounts to \$488,126.

Policy loans were \$62,076 less than those of Dec. 31, 1938.

New paid life insurance for 1939 totals \$7,693,001, a gain of more than 6.5 percent over the preceding year. Insurance in force was \$80,357,039, a net gain of \$1,854,823.

Accident and health premiums in 1939 exceeded 1938 by 23.89 percent.

Payments to life, accident and health policyowners and beneficiaries amounted to \$1,907,305, total payments in its 30 years of operations being \$22,797,041.

### UNION MUTUAL LIFE

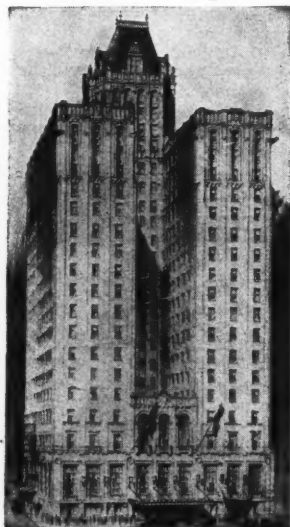
Union Mutual Life of Portland, Me., in its new annual statement, reports assets \$22,764,653, policy reserve \$20,911,398, surplus \$758,680. Premium income was \$2,720,207, total income \$3,953,030, excess of income over disbursements \$534,303. New insurance paid for was \$9,432,536, insurance in force \$77,316,000. Payments under policy contracts were \$2,028,363 and total payments since incorporation \$117,000,000.

## Cincinnatians Are Leaders in Five Major Companies

CINCINNATI — The leading producers of five major companies in 1939 are Cincinnatians. They are: W. T. Earls, New England Mutual; S. W. Sturm, Mutual Benefit; Sis Hoffman, Union Central; R. H. Kotte, Sun Life of Canada, and C. P. Hochstadter, Pacific Mutual Life. All of these were \$1,000,000 producers, with the exception of Mr. Kotte, who paid for well over \$600,000 in 11 months. S. S. Herwitz, Mutual Life of New York; Jack Lauer, independent; A. R. Groenke, Mutual Benefit, and C. V. Anderson, Provident Mutual, turned in their usual \$1,000,000 performances.

Mrs. Hoffman was the first woman in life insurance history to lead a major company and had her second million dollar year. R. E. Denman and Mrs. Hilda J. Meade ranked second and third nationwide for Pacific Mutual. Mr. Herwitz ranked second nationwide for the Mutual Life with over \$1,000,000 in that company and considerable additional brokered business.

There are 44 C.L.U.'s in Cincinnati, giving it the largest per capita representation in the C.L.U. group of the larger cities.



The Lord Baltimore, with its enviable reputation for true hospitality, is recognized as one of America's finest hotels. It is not content however, to rest on that reputation, but is ever alert to provide the latest and best for your comfort and convenience. 700 comfortable rooms, exceptionally well-appointed dining rooms, bars and Cocktail Lounge. It's "Host to Most Who Visit Baltimore," because its management and personnel know how to make your stay completely enjoyable!

*The*  
**LORD BALTIMORE**  
*Hotel*

BALTIMORE, MARYLAND





## Ain't It the **TRUTH!**

The general unpopularity of the life insurance solicitor is not hard to understand. As solicitor *qua* solicitor he is certainly no worse than the average of his trade, indeed, he tends to be superior, if only because an appreciable part of his selling-talk is true. But the better he demonstrates the value and necessity of insurance, the more he presses a moral duty upon his prospects—and pressing moral duties on people is the easiest way to annoy and outrage them ever heard of. They kick the poor insurance man out in order to get rid of the brutal gnawings of conscience.

(An extract from "More Leaves From a Notebook," by H. L. Mencken, in the Baltimore Sun of December 10, 1939. Reprinted by permission.)

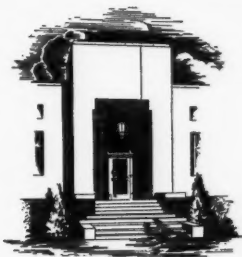
### **LIFE** INSURANCE COMPANY **VIRGINIA**

Established 1871

RICHMOND

### **LUTHERAN MUTUAL**

**Life**  
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*Popular Policy Forms*  
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### **LIBERAL AGENCY CONTRACTS**



The Victory Mutual Life Insurance Company Can Offer Liberal Agency Contracts to Life Agents of Proven Ability, in Illinois, New York, Ohio, Indiana and Washington, D. C. Write or Call for Agency Information. Victory Mutual Life Insurance Company, 2303 - 7th Avenue, New York City.



Throughout the past 89 years the Massachusetts Mutual has earned a reputation for able, progressive management, and sympathetic understanding of its policyholders' problems. The company has ever been alert to the modern trend and has kept its judgment flexible, constantly adjusting itself to meet new problems of protection and conservation.

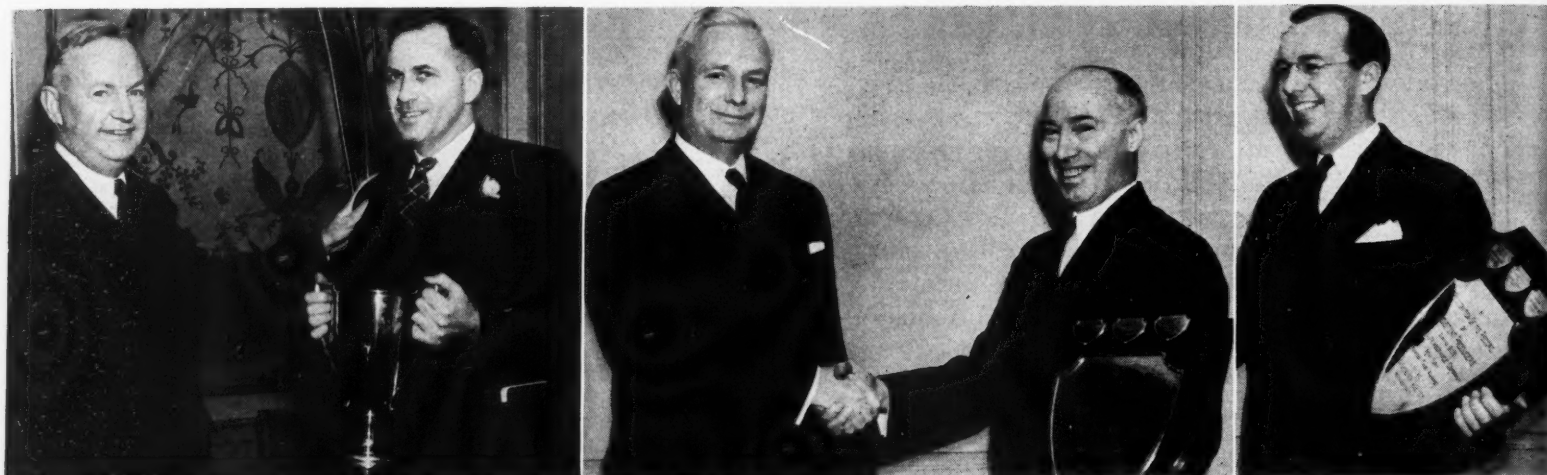
*Massachusetts Mutual*  
**LIFE INSURANCE COMPANY**  
Springfield, Massachusetts  
Bertrand J. Perry, President

**THE**  
**GUARDIAN LIFE**  
**INSURANCE COMPANY**  
**OF AMERICA**  
**NEW YORK CITY**



**A MUTUAL COMPANY**  
**ESTABLISHED 1860**

# LIFE VIEWS IN THE NEWS



For doing the best all-round job of agency building and management in 1939 for the Home Life of New York, President James A. Fulton (left) presented Otis M. Barry, Jackson, Miss., general agent, with the president's trophy put in competition for the first time in 1939. The award was made at a conference in New York City. In the center C. C. Fulton (left), agency vice-president, is congratulating

Russell M. Simons, New York City general agent, who was awarded a quality business plaque for his excellent persistency record. On the right is Vernon Holleman, Washington, D. C., general agent, with the consistent producers plaque which he won by having the largest number of men producing some business every month during 1939.



Gold bronze emblems were presented members of the President's Premier Club of the Bankers Life of Iowa at its Florida convention. On one side is a likeness of President Gerard S. Nollen, who presented the pocket pieces. Designation of club membership and the engraved initials of each member appear on the other side.



ABOVE—The Cincinnati agency of the Mutual Benefit Life celebrated its winning of outstanding production awards for 1939 at a dinner. President John R. Hardin (right) is shown presenting Samuel W. Sturm a special award for leading the Mutual Benefit in paid production for his 10th year (not consecutive). Mrs. Sturm is a pleased onlooker.



At the Girard Life's agency convention in Philadelphia President Albert Short (top left) presented M. L. Baker, manager Town & Village Service, York, Pa., with the President's Trophy for 1939. (Inset) Walter E. Watt, president Watt agency, Cleveland.

Diamond pin production winners are shown below, from left to right, Frank W. Carey, Philadelphia; Philip B. Phillips, Chicago; Julius Epstein, Newark; Gus Jay, Jr., Newark; and Mr. Baker.



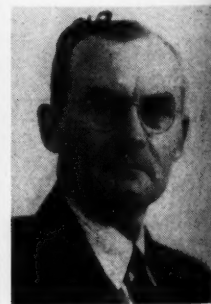
P. D. CREMER



A. F. HUGHES



P. A. HOCHÉ



C. L. RHYNE

RIGHT—The Kansas City Life has named four new general agents: Paul D. Cremer, Cleveland, for northern Ohio; Andrew F. Hughes, Detroit; Philip A. Hoche, Bloomington, for central and northwestern Illinois, and C. L. Rhyne, Charlotte, in charge of North Carolina.